

ATLUS

*Persona 5:*  
*The original art book*

**P**  
**PERSONA5**









Persona 5 : The original art book



# Publicity Illustration Gallery



Production Image  
(February 2015)



The Protagonist  
(February 2015)



WANTED Poster  
(May 2015)



Wallpaper  
(September 2015)



The cover of "PERSONA5 ART BOOK ~ The Aesthetics ~"  
(May 2016)



Packaging Cover  
(May 2016)



Illustration for the event at Tokyo  
National Museum  
(July 2016)



The cover of the magazine, "Dengeki PlayStation® Vol. 584"  
(February 2015)



The cover of the magazine,  
"Dengeki PlayStation Vol. 614"  
(May 2016)



The cover of the magazine,  
"Dengeki PlayStation Vol. 622"  
(September 2016)



The cover of the magazine,  
"Dengeki PlayStation Vol. 623"  
(September 2016)



The cover of the magazine,  
"Weekly Famitsu Vol. 1367"  
(May 2015)



The cover of the magazine,  
"Weekly Famitsu Vol. 1399"  
(September 2015)



The cover of the magazine,  
"Weekly Famitsu Vol. 1450"  
(September 2016)



Persona 5 20th Anniversary Edition  
Back Cover  
(September 2016)



Anniversary of game release  
(September 2016)



Anniversary of 550,000 sales  
(November 2016)



The protagonist  
(February 2015)











**P5**  
PERSONA5

# WANTED



**Report  
NOW!**



**ATLUS**



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# P5

*PERSONA5*



























































Congrats!  
Release of Persona 5!!

Character designer  
Shigenori Soejima



Thanks!  
550,000 copies sold!!

Thank you for supporting.

Character designer  
Shigenori Soejima



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## Section 1

# Main characters

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**TAKE YOUR HEART**



# MAINKA CHA

Protagonist

Persona Arsene

VA : Xander Mobus (EN)  
Jun Fukuyama (JP)

Protagonist

A boy framed by corrupt authorities and forced to leave his hometown for a crime he didn't commit. In his newfound home of Tokyo, he discovered his powers as a Phantom Thief, using them to "steal" the hearts of criminals that society refused to apprehend. His initial Persona is Arsene.





# Main Illustration



## Creator's Comment

If I were to describe the main protagonist of "Persona 5" in one word, it would be "polished." The protagonist of "Persona 4" was designed to remind you of a dog, loyal and sincere. In contrast, this game's protagonist is almost like a black panther, polished and alluring, he's got a secretive allure and two faces: one that he hides and one that he presents to the world. I didn't have a lot of experience designing sexy male characters, but I wanted to create a design that gave you a sense of aesthetics and scent, so I ended up with a polished and sexy protagonist.

One of the main theme of "Persona 5" is dual lives, represented by the Phantom Thieves. Therefore, I considered the two-sided aspects of the characters to be important. For example, the protagonist's hairstyle might seem messy, but I might look like it was painstakingly styled to give that appearance. Everything can have two sides.



Two points of emphasis in the protagonist's design are his eyes and his glasses. From the very beginning, I wanted to give him a sharp look in his eyes, express his strength of will, and make him appear polished. I intended the protagonist to be a character whose impression could completely change based on the look in his eye. He may be messy-haired and spaced-out, but he becomes a different person when he gets that twinkle in his eye. At the same time, you can get a feel for both sides by looking at him. I added the glasses midway through the design process as a gimmick to represent his two-sidedness, or the way he keeps his head down in everyday life. His sharp, alluring gaze is somewhat mitigated by putting on glasses, and he looks like an ordinary kindhearted boy instead.

I first designed the school uniform for the protagonist, and later made adjustments so that it would work on other characters. This time, I wanted to make the school uniform punk-like. I thought about how I could illustrate the protagonist's inner punk, and came to the conclusion that since the school uniform represents the societal system, wearing it casually could demonstrate a punk-like attitude. The more formal it originally looks, the more punk-like it'll be when worn in a casual way. The protagonist operates as a Phantom Thief, so he has a free-spirited, open personality. He hides this and appears loyal to the system on the surface because he's wearing his uniform properly.

Profile	
Gender	Male
Grade	Second year
Codename	Joker
Initial Persona	Arsene







# Phantom Thief Outfit



Creator's Comment

I knew the design for the protagonist's thief outfit could affect the reception of the entire game, so there was a lot of trial and error in the designing process. The Persona series features teenage characters, but once they utilize the power of their Personas they no longer look like high school students. So I considered having them become thieves while wearing their school uniforms, or designing an alternate uniform they could wear while they were thieves. Still, it kept bugging me because they could easily be identified if they went out thieving in their uniforms, so I scrapped the idea. At the same time, if the characters went out thieving in their regular clothes, they would just be regular criminals. With all that figured in, I believe that the difference between Phantom Thieves and criminals is the element of *charisma*. I thought I could translate romanticism into physical appearance by giving a classic style. That's how the protagonist's thief outfit came to be.



I chose the dagger as the protagonist's weapon of choice because it's thief-like and because it makes him unique. Thieves are often portrayed as nimble, so they work well with agile movements like spinning or throwing a dagger. That's why I thought that using a dagger would be more thief-like than swinging around a sword. This isn't limited to games, but it's pretty popular for protagonists to wield some form of long sword or katana, so I thought I could differentiate from them by giving my protagonist a dagger.

The gloves are there largely because my female co-workers told me, "A man wearing gloves is handsome." I suppose they represent professionals with special skills, like airplane pilots. Phantom Thieves wear gloves so that they don't leave fingerprints, but my co-workers like the character motion where the protagonist adjusts his gloves while he runs. I paid attention to these small details, so the more people who notice his gloves, the better. By the way, the color of the gloves represents each character's personal color, but they're also indicative of a "Power Rangers-type" color-coding.

As a representation of the Fool Arcana, the protagonist's mask is modeled after The Phantom of the Opera, as well as clowns. The problem with masks is that you can't see the movement of the eyebrows and eyes together, so it's difficult to create expressions. I used the dimensions of the mask to make expressions instead. For instance, depending on the angle they're seen from, the eyes in the mask holes look like they're in different places, or you can utilize the mask to represent a character's eyelids or gaze.



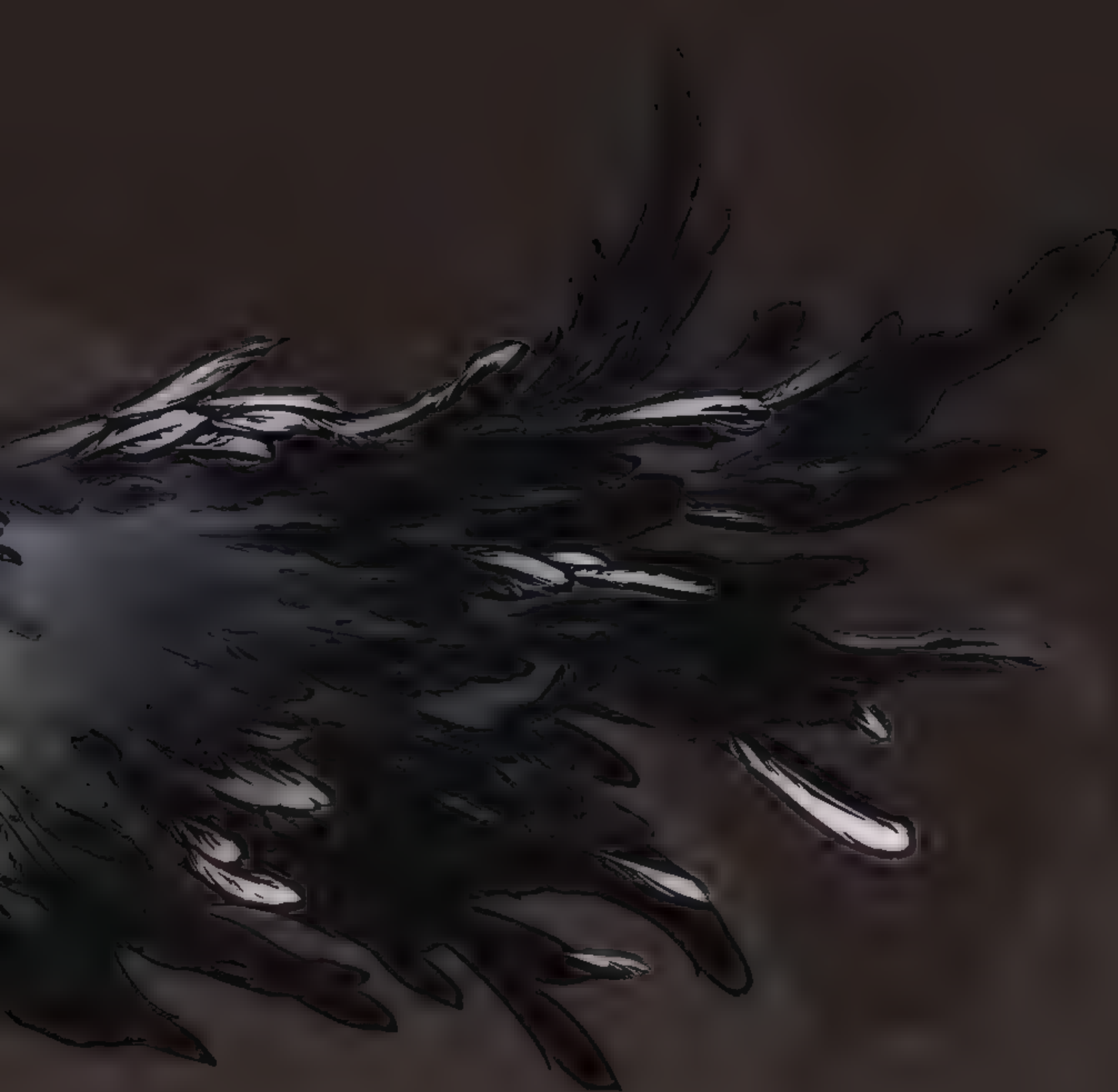




## Arsene







#### Creator's Comment

Arsene wasn't originally intended to be a cool character in the orthodox sense. I wanted to give him a playful, trickster design, but in the end I added a silk top hat and went for the cool design after all.

My favorite part of Arsene's design is his face within the mask, depicted as a burning flame. I feel like Arsene's fire embodies the passion that I wanted to add to the game. Arsene makes many appearances in various artworks, so comparing the still images to the flickering fire in the actual game should give you an idea of what we wanted to convey within the game.



## Cut-in



## Finishing Touch





# All-out Attack





## Menu Screens



Skill



Command



Equip



Item





Stats



Confidant



Request



System



## Close-up



Normal



Normal (without eyeglasses)



Thinking



Thinking (without eyeglasses)



Thinking (Joker)



Worried

## Loading



Normal



Phantom Thief Outfit



In Hawaii



# Initial Image

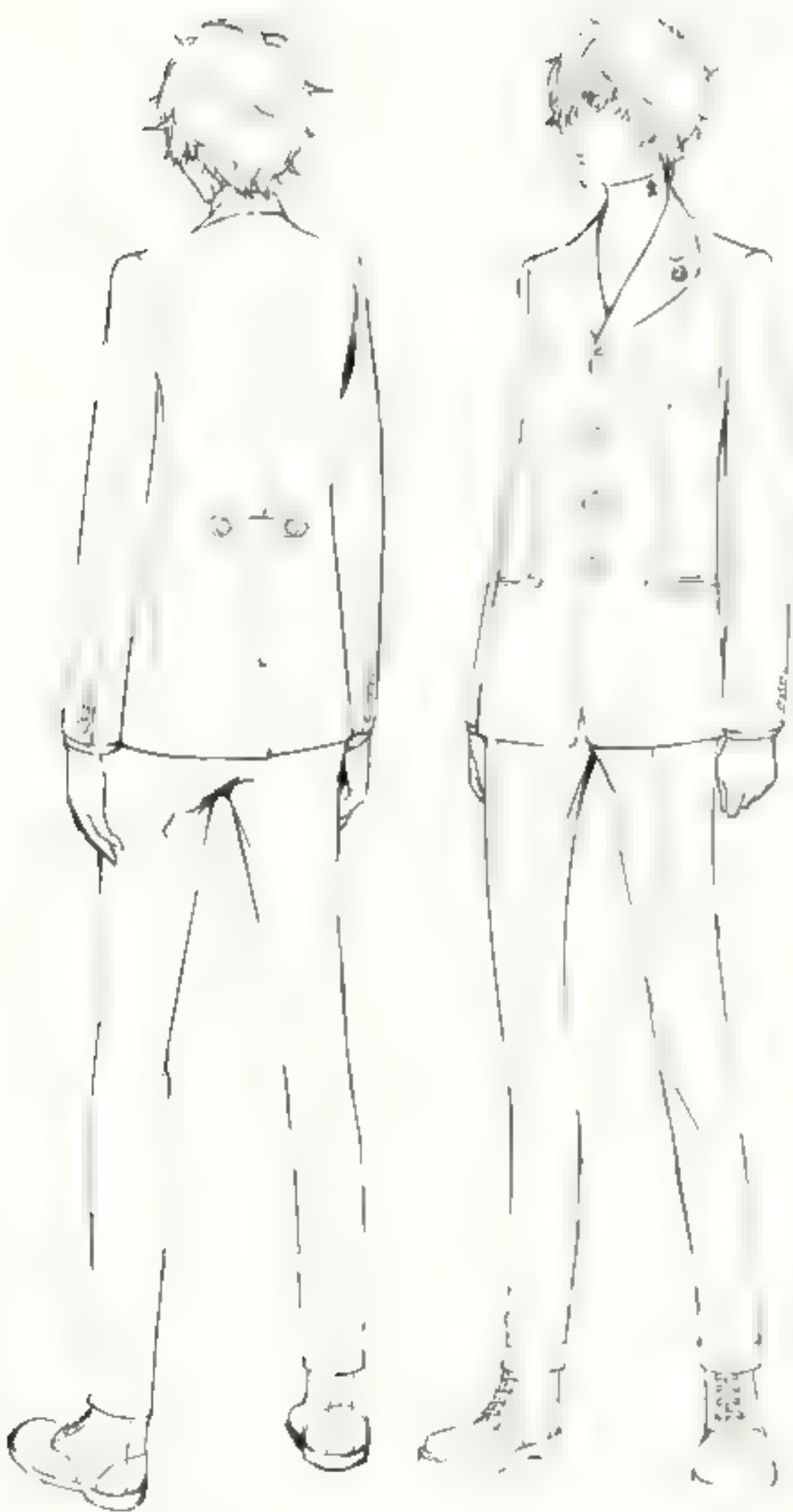
■ School Uniform



Persona 5  
主人公

Persona 5  
Protagonist











## ■ Phantom Thief Outfit

PS主人公怪盗服  
設定①

Persona 5  
Protagonist  
Phantom Thief Outfit  
Concept 1



### Creator's Comment

One of aspects I paid close attention to when I drew the protagonist's thief outfit was his collar. I used the collar as a means to express his emotional state. When his true nature or real identity is out in the open, his collar is also open. When he's hiding himself or trying to stay unnoticed, his collar obscures his face. During the sketching process, I always paused to consider how much of the protagonist's face was covered by his collar.







■ Arsene







翼は「着」の  
黒い影

His feather can  
be seen from the  
jacket.

His face like fire is reflecteing in  
the black glass.

黒いガラス面に  
赤く炎のよりの不定形  
の顔が映っている





## Initial Image

■ Protagonist







#### Creator's Comment

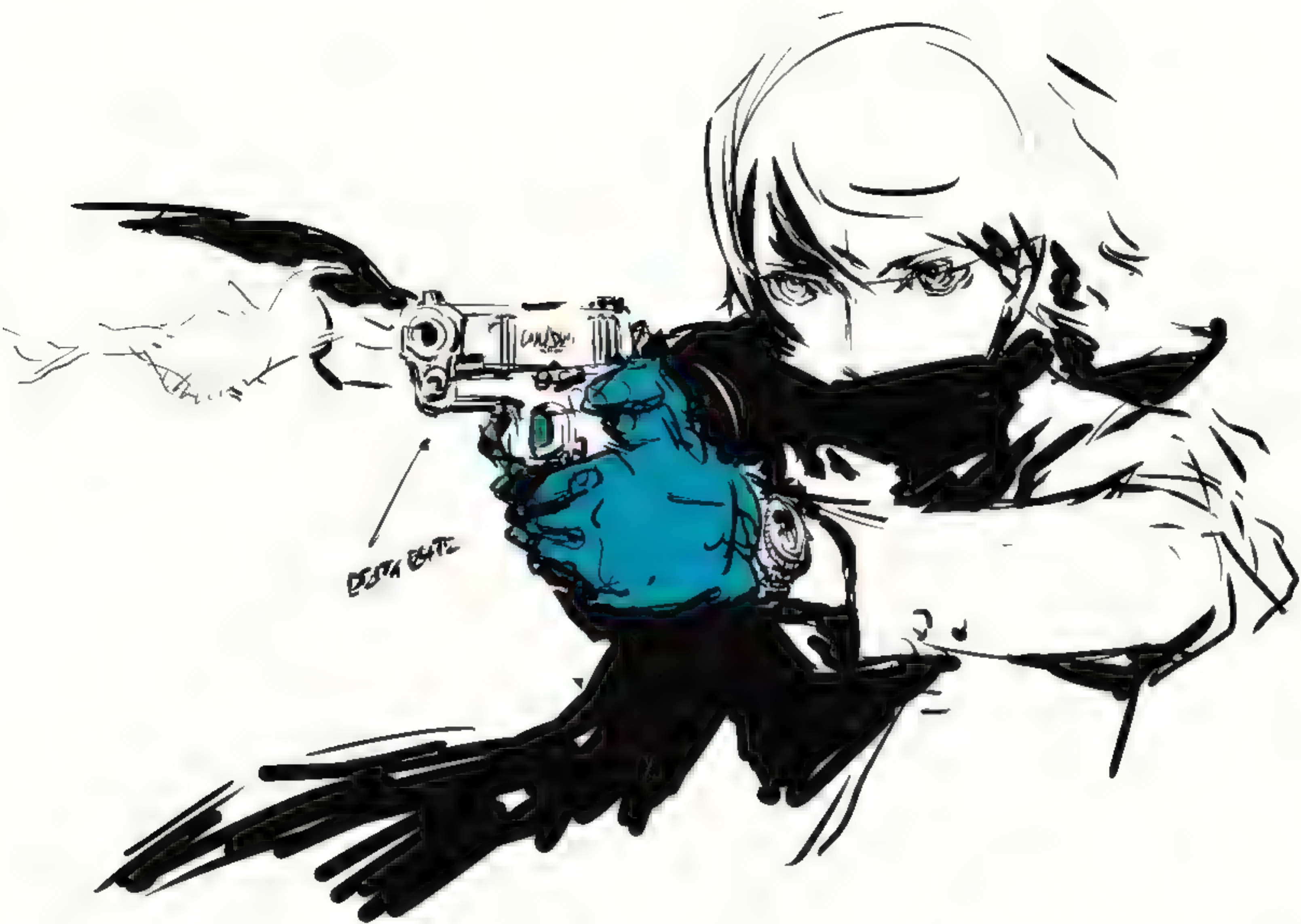
Pictured here is the prototype for my protagonist's design. This is an idea from back when I was trying to create a thief mode where the characters still wore their uniforms. Slicking his hair back would transform him into handsome character with a different hair colour and eye colour. That wasn't part of the protagonist's character concept, but I thought it was an easy way to depict the visual transformation. After drawing it, though, I was surprised because it felt way too overdramatic. I still feel like it's a cool way to signal the transformation.



Should I change the colour of hair and eyes?

髪の色 変えるか?  
目









App.



#### Creator's Comment

These pictures were drawn back when I was talking to Hashino, Director, about what I thought the protagonist and party members should look like as thieves. The illustration on the left page with the blue gloves was a result of my drawing the character holding a gun in a professional manner, and the director responding with comments like, "Wouldn't a Phantom Thief show off when they fired a gun?" and "Aren't these designs too realistic?" I made several sketches based on his comments, but this time they looked too similar to manga and anime characters and came off as cheap. I had to find a good balance between fiction and reality.











主人公の背中

Protagonist's Backshot









■ Persona





# MAINKA CHA

Ryuji Sakamoto

Captain Kidd

Ryuji Sakamoto

VA : Max Mittelman (EN)  
Mamoru Miyano (JP)

Once he was a star athlete on the track team in school, a corrupt teacher framed him and wounded his pride badly. Though he idled around in isolation, his spirit was never broken. His anger spurred him to fight injustice with his hidden power. His initial Persona is Captain Kidd.



# Main Illustration



## Creator's Comment

His design was consistent from the very beginning. I didn't do many sketches of him, so everything you find in this book is pretty much all I drew of Ryuji! "Persona 5" is about thieves, so the gentleman-like qualities that the protagonist possesses are rooted in the classic style that represents the thief genre. However, from the perspective that the story is about a group of students who do bad things, there should be a fun element, like casual school uniforms or other delinquent-like qualities. If the protagonist is depicted as a gentleman thief without the elements of a delinquent, the game lacks reality as a modern-day story. That's why I needed a character devoid of all the grace that the protagonist possessed.



Profile	
Gender	Male
Height	175 cm
Weight	61 kg
Grade	Second year
Zodiac sign	Cancer
Blood type	B
Codename	Skull
Arcana	The Chariot
Initial Persona	Captain Kidd
Family	Living with his mother
Talents	Sprint race (His best record of 100m is 11.2 sec.), Chugging 500 ml soda bottle (He trained in his track club days. At that time, he could chug 1000ml one.)
Habits	When he has nothing to do, he tips his forehead with his fingertips.
Hobbies	Reading books (Only Manga), Workout (it's hard to wind down unless he complete his sit-ups and back extensions routine.)
Favourite food	Junk food, such as Beef bowl and hamburger. Especially Ramen. He is very particular about its tastes and texture of the noodle. Since he doesn't like bitter or harsh taste and has a child-like palate, sometimes he was made fun of.

This was a difficult challenge for me. I gave Ryuji all these delinquent-like characteristics, like his blond hair or his open blazer. As an obvious punk, Ryuji is the opposite of the protagonist. If you line up all the main characters, they wouldn't look like a group of bad students without Ryuji, so he's very important.

A unique part of his design is his eyebrows. He probably shaves them! He is the most obvious about his anger and defiance toward adults. I wanted to depict his frustration by angling his eyebrows upward and making him seem perpetually angry.

The slouched posture is comfortable for him, and it signifies a lazy sort of looseness. This is a stark contrast against the protagonist's rigid posture. I draw him slouched because I don't want him to appear as the thoughtful type, but I also needed to add elements to demonstrate his strength of spirit. I made sure not to show too much of the white in his eyes because I wanted him to look cool rather than mean-spirited.







## Phantom Thief Outfit



### Creator's Comment

Since his Persona is styled after a pirate, I wanted to add a skull mark to his thief outfit. His mask stood out the most in the outfit, so it became a skull-shaped mask. His thief outfit is based on a racing suit. I imagined a free spirit riding a motorcycle. Unlike the protagonist's gentleman-like thief outfit, Ryujin's outfit has a rough feel.

I wanted to give him a bit of bad-boy feel, so he uses a lead pipe as a weapon. He seems more like a gangster than a delinquent though.

His gloves are yellow for colour coordination, but maybe also because he would be the yellow ranger in a "Power Rangers" colour scheme.



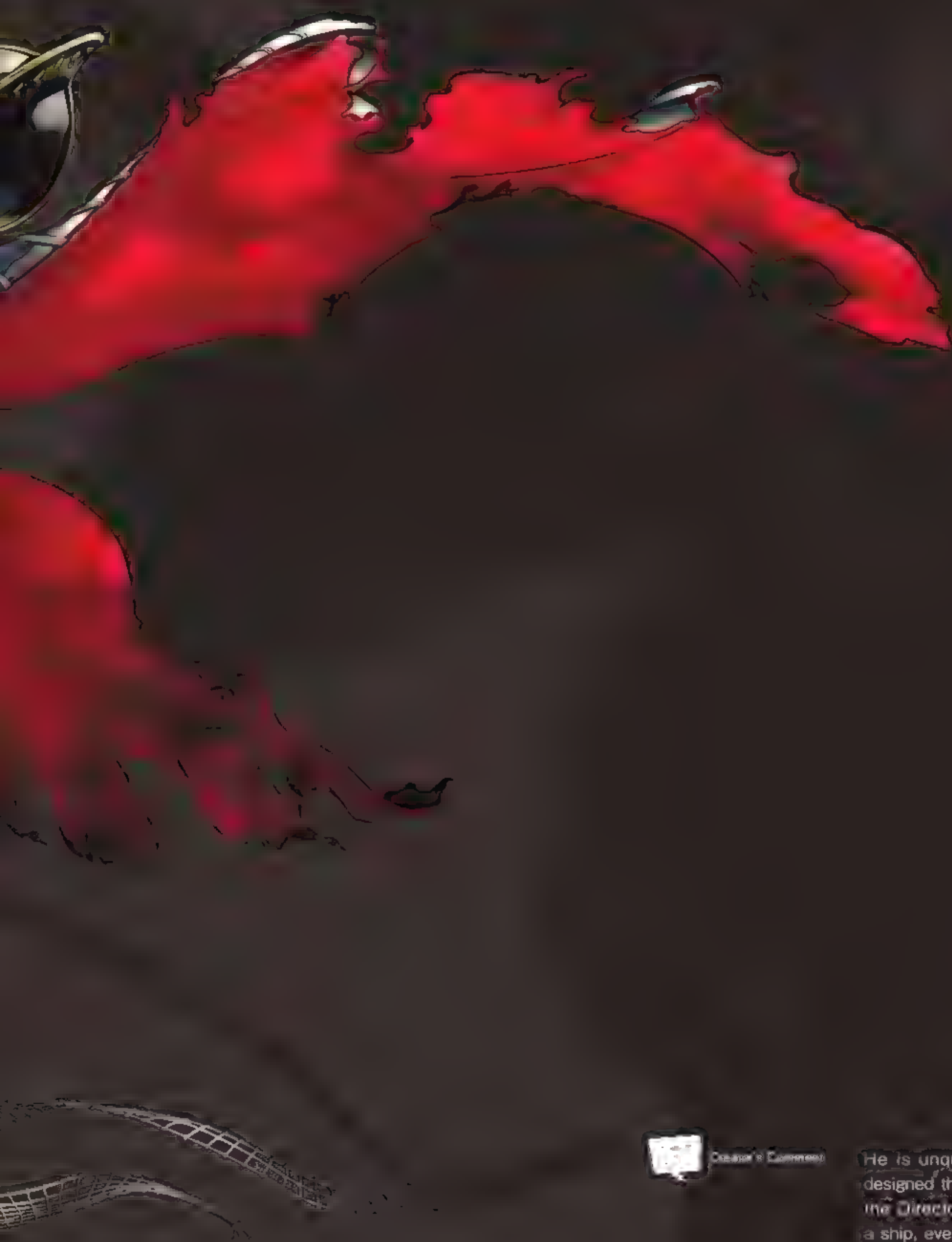




## Captain Kidd







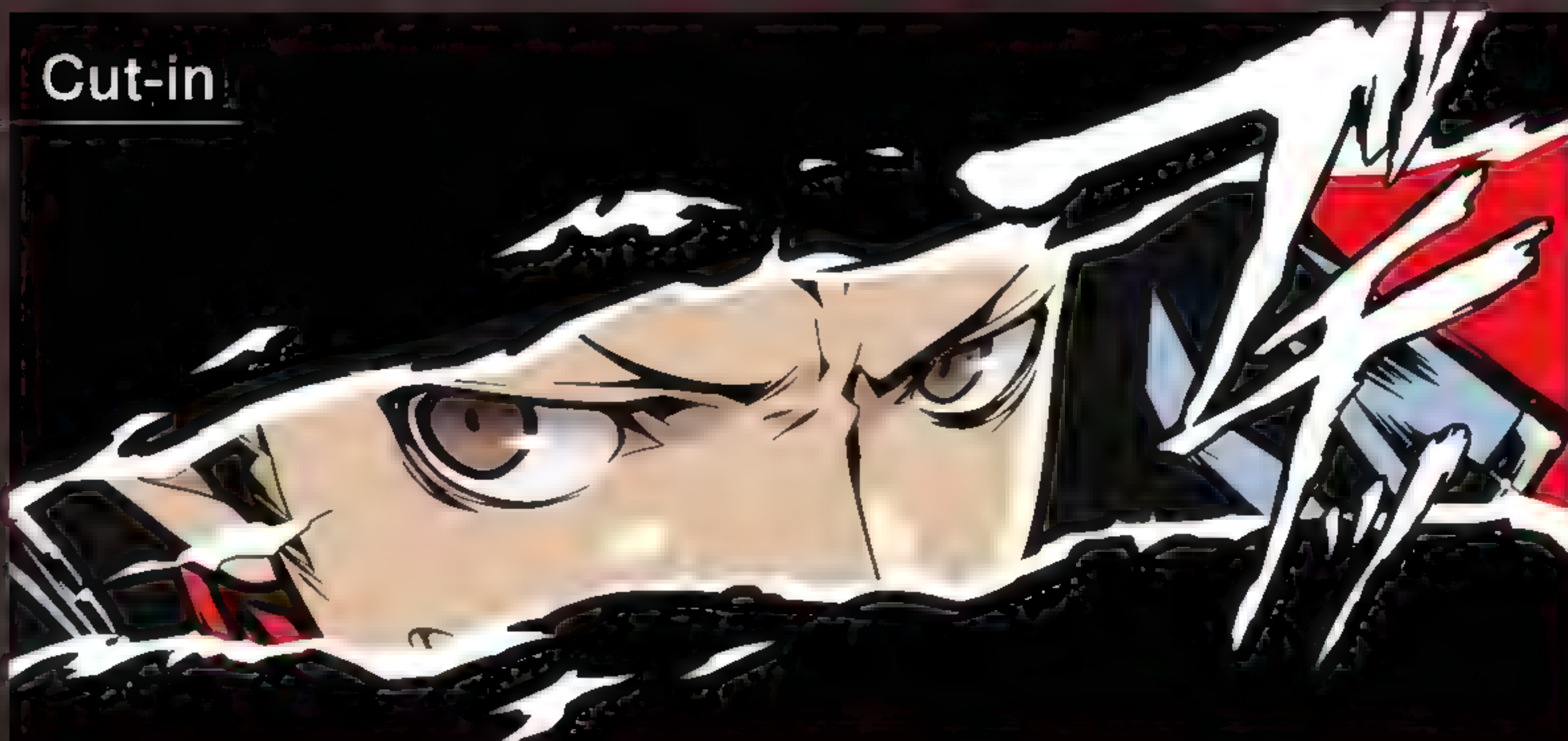
#### Creator's Comment

He is unquestionably a pirate. At first I only designed the body of Captain Kidd, but Hashino, the Director, wanted to "have him standing on a ship, even if it's a small one," so he ended up riding a pirate ship. The face that's drawn onto the ship is something I figured Ryuji himself would draw.

As for Ryuji's ultimate Persona Seiten Taisei, I went with the idea that if Captain Kidd was on a ship, Seiten Taisei could be riding a magical cloud.



## Cut-in



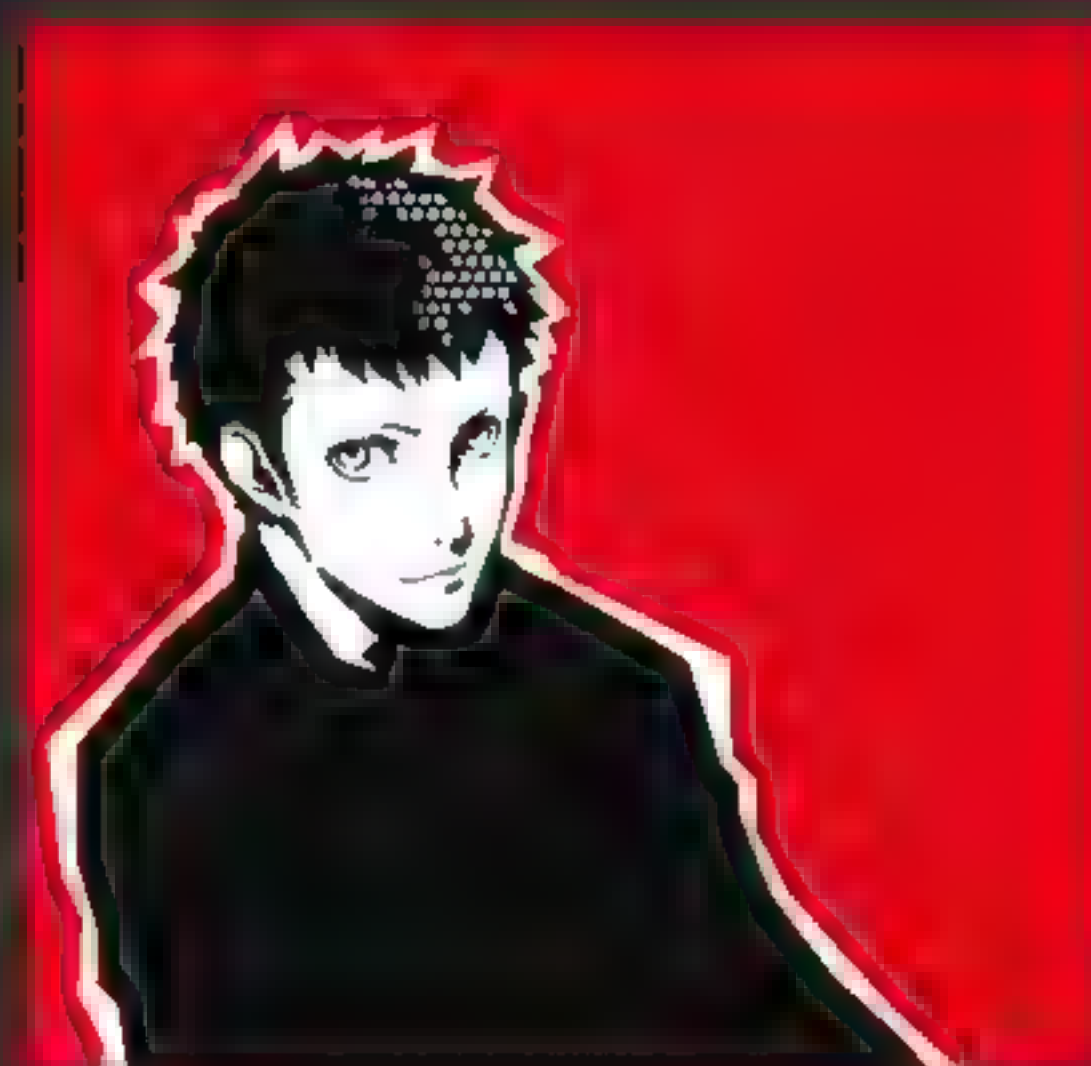


All-out Attack



Finishing Touch

Confidant Screen





## Close-up

■ Normal



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Sportswear



Swimsuit



Jersey



Phantom Thief Outfit



■ Smiling



School Uniform (summer)



School Uniform (winter)



Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



Swimsuit



Jersey



Phantom Thief Outfit



In Destinyland



## ■ Angry



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Sportswear



Swimsuit



In Destinyland



Phantom Thief Outfit



Phantom Thief Outfit (without mask)





School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Sportswear



Jersey



Swimsuit



In Destinyland



Phantom Thief Outfit



**■ Surprised**

School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Sportswear



Swimsuit



Jersey



Phantom Thief Outfit



■ Regretful



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



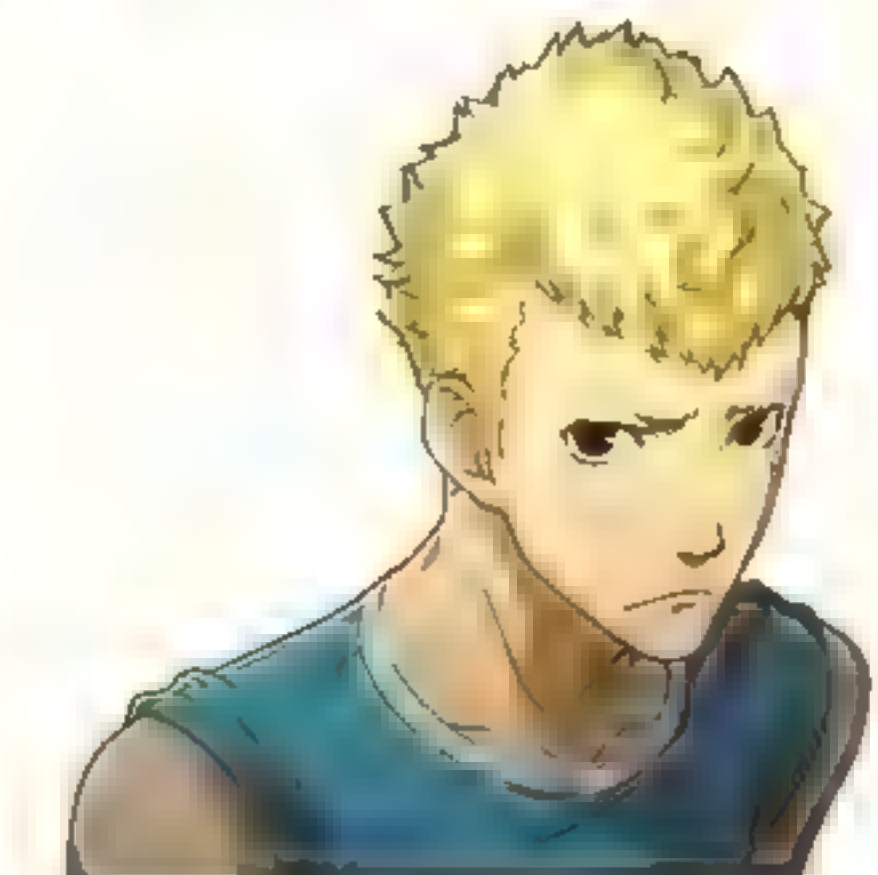
Casual Clothes (winter)



Sportswear



Swimsuit



Jersey



Phantom Thief Outfit



**■ Depressed**

School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Sportswear



Swimsuit



Jersey



Phantom Thief Outfit



■ Annoyed



Casual Clothes (summer)



School Uniform (summer)



School Uniform (winter)



Casual Clothes (winter)



Sportswear



Swimsuit



Jersey



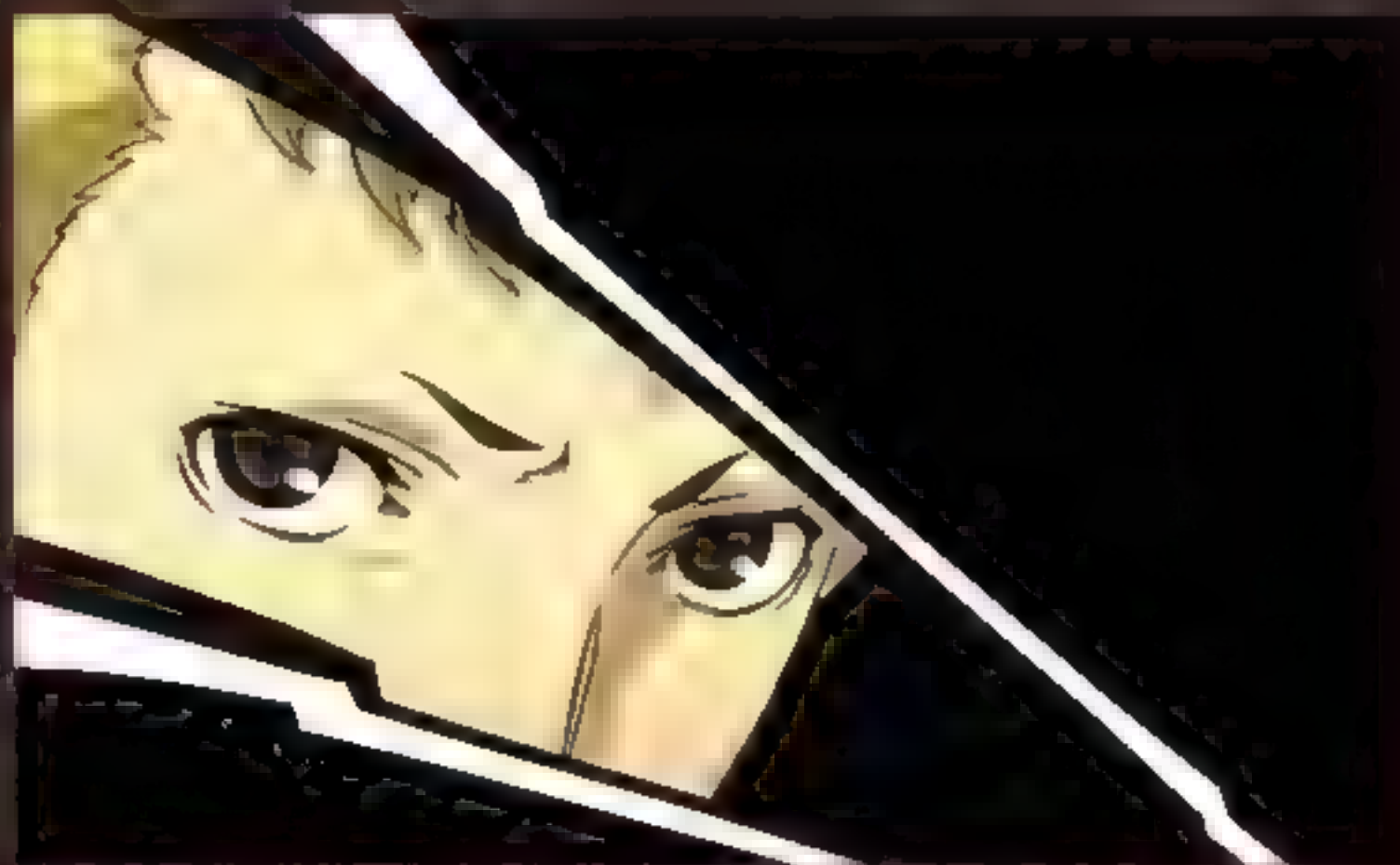
In Destinyland



Phantom Thief Outfit



# Cut-in



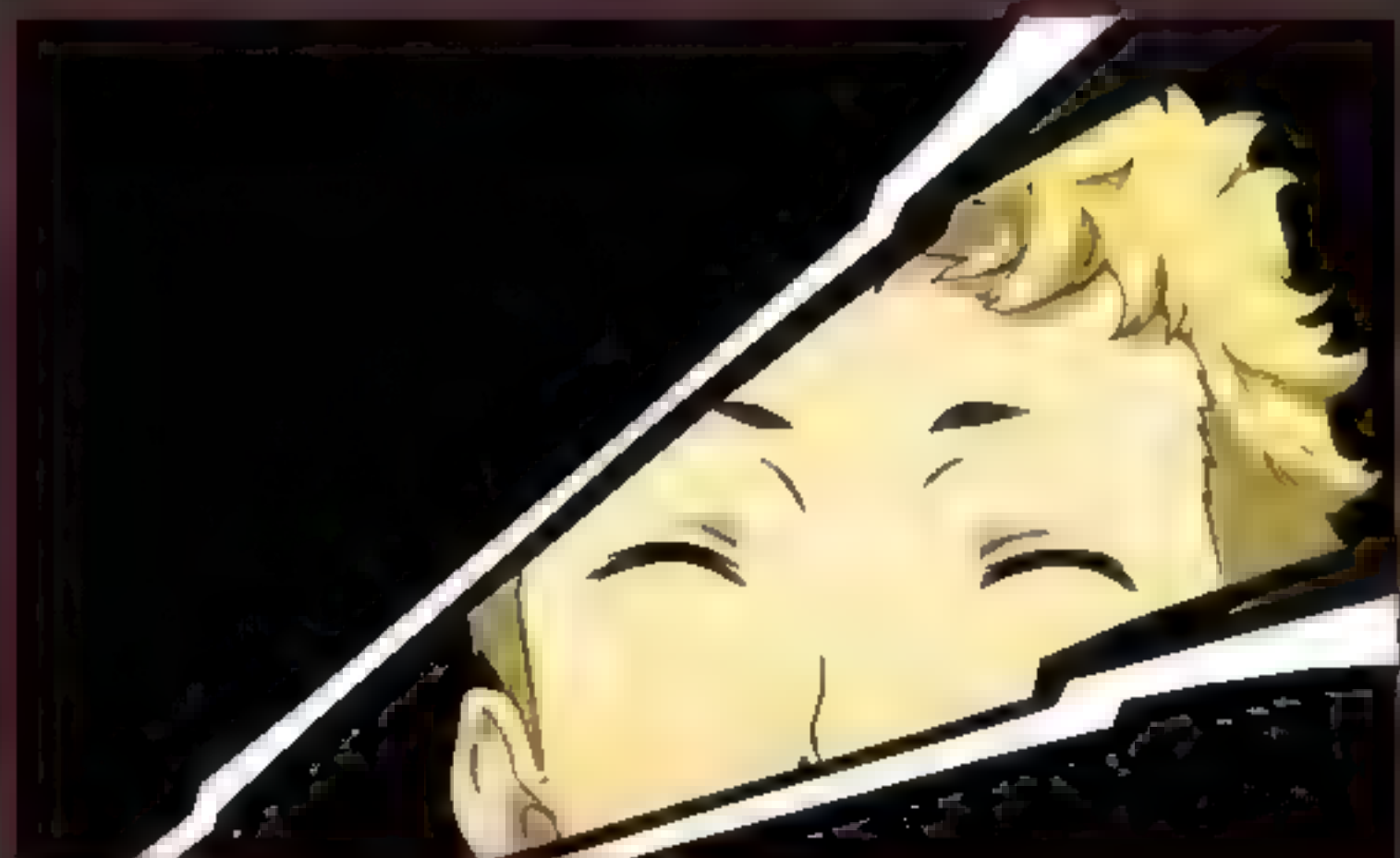
Serious



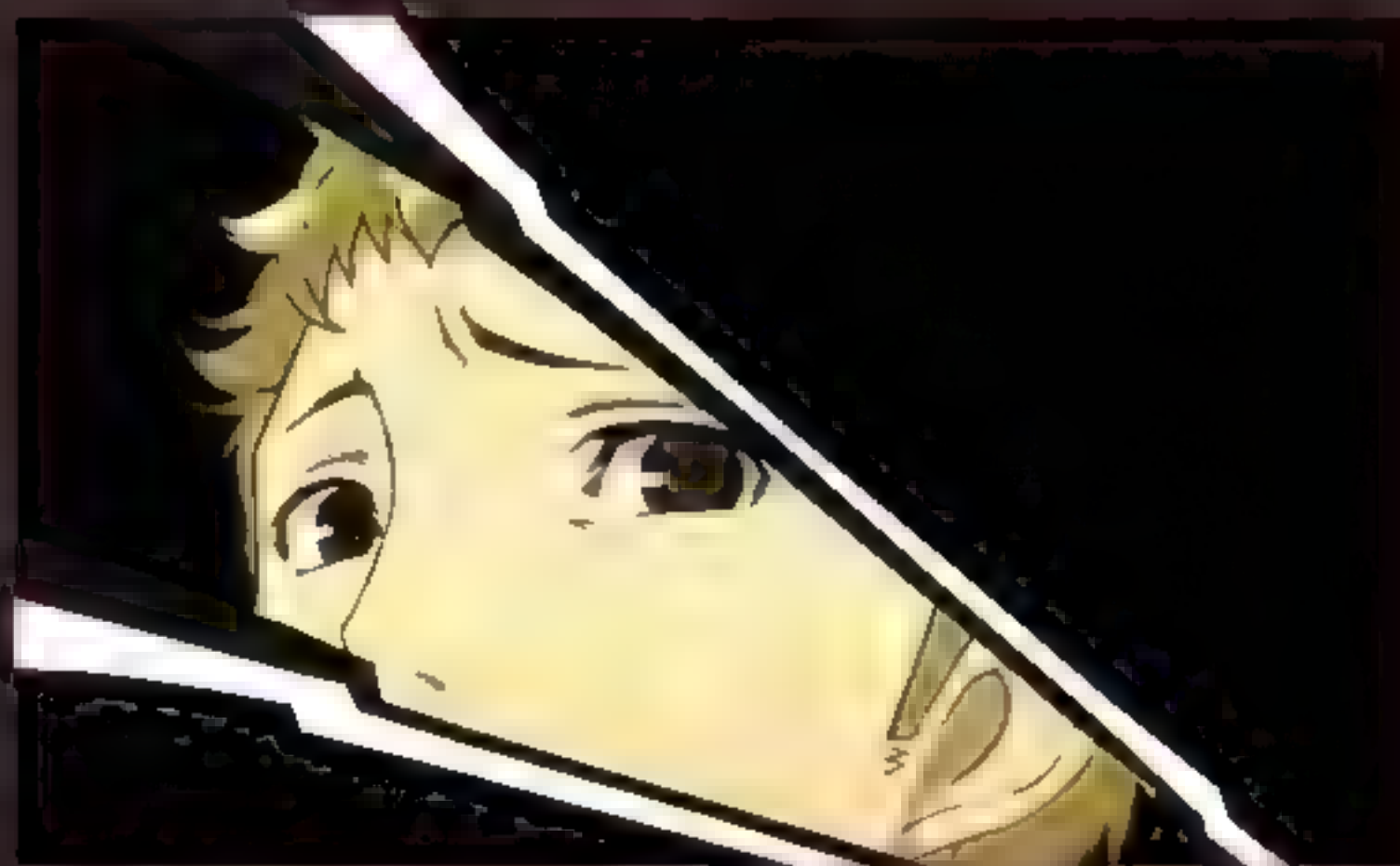
Scheming



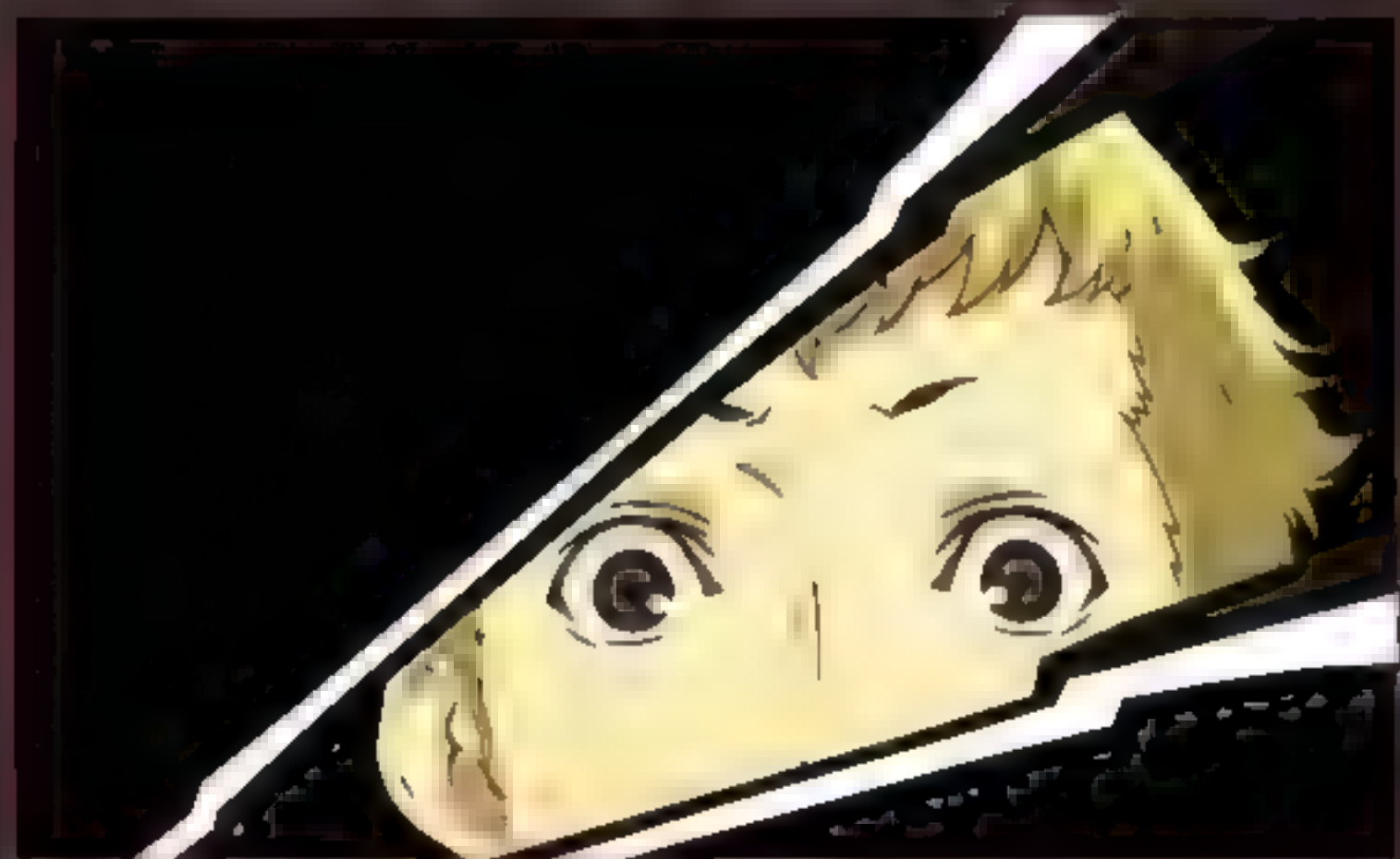
Pained



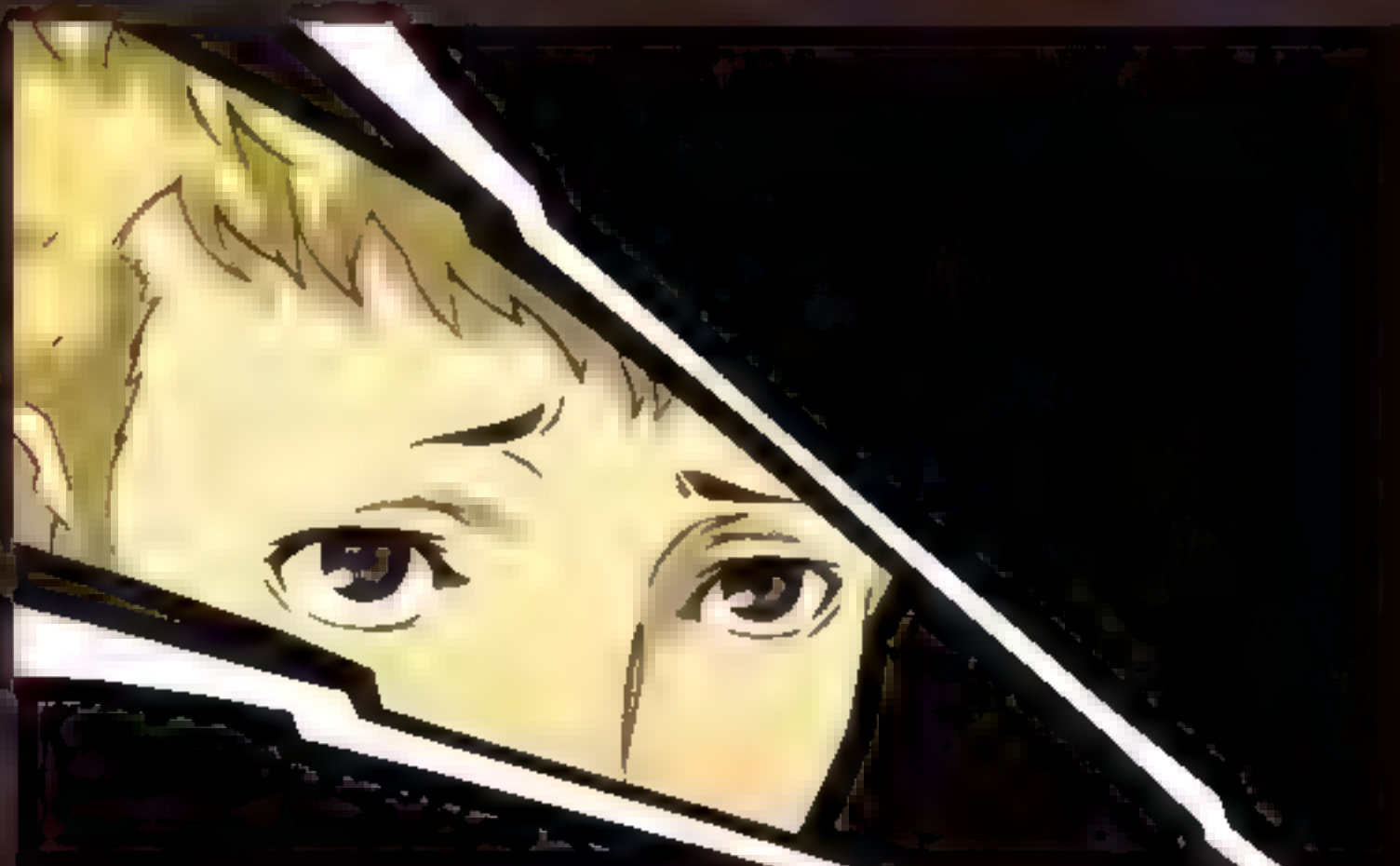
Joyful



Sorrowful



Surprised



Tired



Mad



# Initial Image

■ School Uniform













■ Phantom Thief Outfit





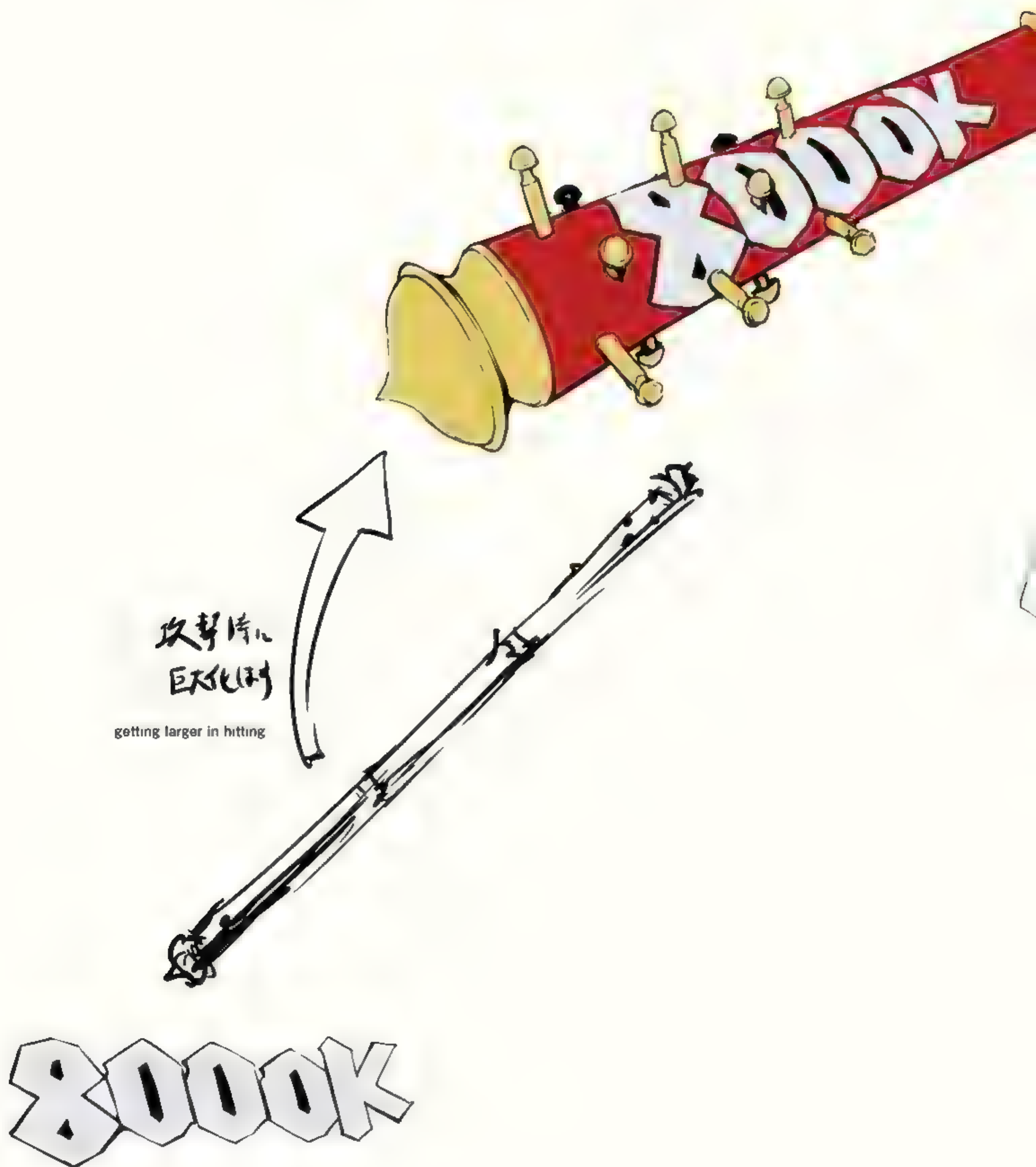




## ■ Seiten Taisei

セーデンタイセイ

Seiten Taisei







7 高橋 7  
「8000K」 7

"8000K" is written on the back







# FINAL CHAOS

Morgana



Persona Zorro

VA: Cassandra Lee Morris (EN)  
Ikue Ohtani (JP)

Morgana



A mysterious creature came across in the Metaverse. Obviously he looks like a black cat, but he gets upset if he is called so. He has the strange powers that allow him to travel between dimensions and transform into a cat. He lost his memories and is looking for the secrets behind his birth. He is so into Ann. His initial persona is Zorro.



## Main Illustration



Create a Comment

Morgana initially looked like the illustration on Page 102, and I preferred that design. Actually, I was really attached to it, but everyone told me it was "a bit too much," so I had to give it up. A mascot character is beloved by everyone. That's what I was thinking when I designed the current iteration of Morgana. I made him a cat in the "cat burglar" sense.

There are personal rules I follow when I design a mascot, and following those I drew Morgana: the blue, yellow, and purple colour scheme.



These are just my rules though. Aigis in "Persona 3" and Teddie in "Persona 4" have the same toy colour scheme. It's a bit hard to tell, but the red in Morgana's design is the inside of his mouth.

A unique part of Morgana's design is his mask. The upper part of his head and the outsides of his ears are covered by a dark cloth, like the masks the main characters wear in the manga *Perman*. I love *Perman*, and my co-workers tell me that the more I draw Morgana, the more his mask looks like something out of *Perman*.

When I draw Morgana, I try not to make him too cute. If he becomes too soft-looking, you lose the quirkiness that made him a unique character, and that's boring. Conceptually, Morgana's supposed to have upturned eyes so that he doesn't seem too cute.

Profile	
Gender	???
Height	50 cm (tail included)
Weight	3.5kg
Grade	
Zodiac sign	???
Blood type	???
Codename	Mona
Alias	The Magician
Family	None
Talents	Lock-picking, Machine maintenance
Habits	Licks from legs
Hobbies	Watching TV (especially news shows and detective dramas)
Favourite food	He has rich tastes. He enjoys meat an expensive sushi. He used to complain about canned and dry cat food, but he's grown to like them both.









Zorro





#### Creator's Comment

I designed Zorro with his contrast to Morgana in mind. Morgana has a small body, but a big attitude. But the truth is, it's not just his attitude that's big. Morgana's small body houses a strong spirit, and he's actually a magnificent being. That's what I wanted to convey by having Zorro's huge figure emerge from Morgana's tiny body. At the same time, since Morgana doesn't know who he truly is, I gave Zorro a balloon-like body so you get the feeling that Zorro may be big and he may have great-looking whiskers, but he might just be acting tough, and he might be empty inside that suit. I actually like this balloon-shaped design. I didn't give him chest muscles, and instead drew him like he was full of air.

By the way, my first Zorro sketch looked like a hairy bandit. I try not to reveal any skin in Persona designs, so the finalized design ended up looking like this. The muscles were too realistic as well, so I went in a more comical direction.



## Cut-in



## Finishing Touch

## Confidant Screen





## All-out Attack





## Close-up



■ Normal



■ Angry



■ Smiling 1



■ Smiling 2



■ Anime Smiling





■ Pained



■ Sad



■ Depressed



■ Anime Surprised



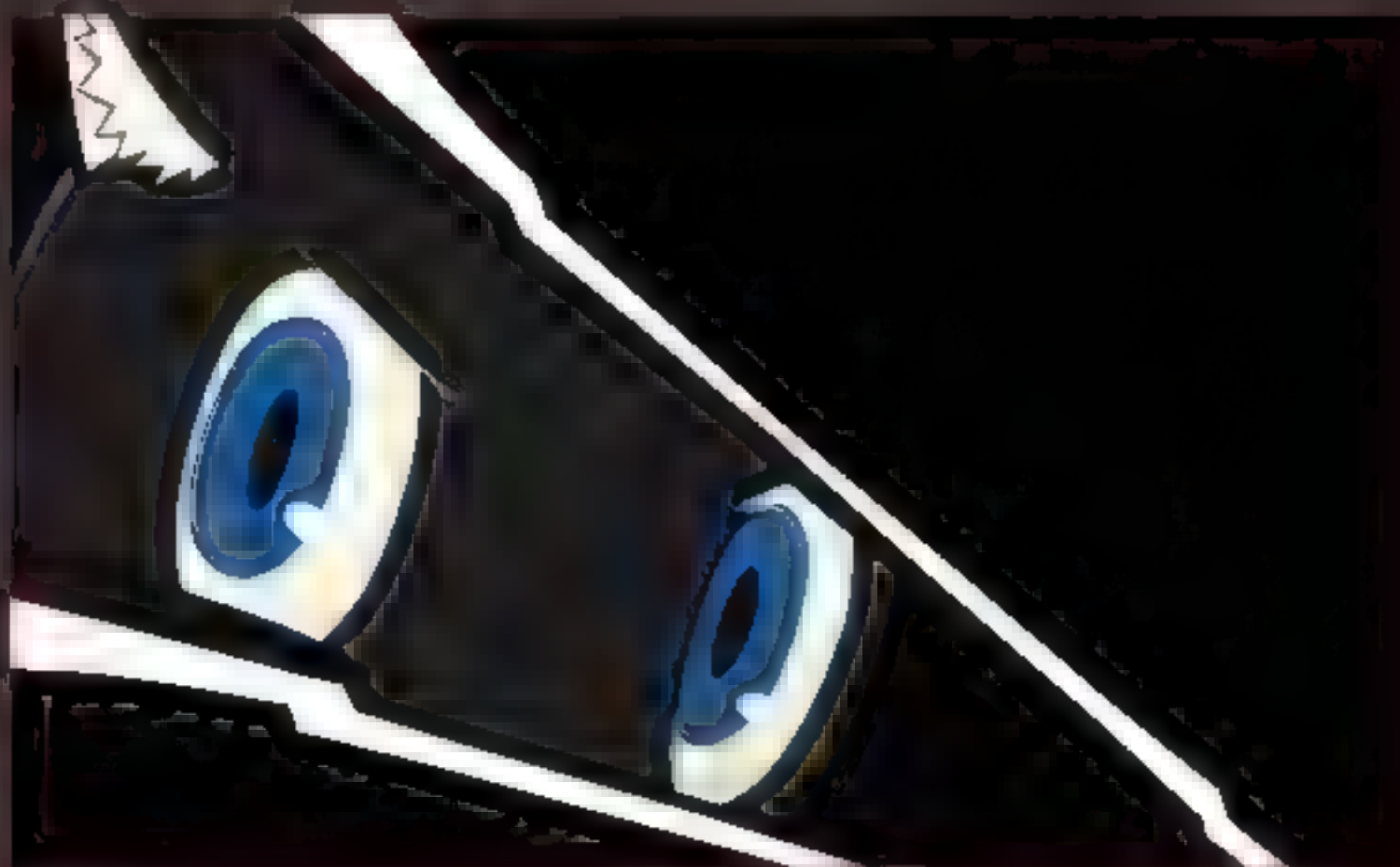
■ Surprised



■ Realistic



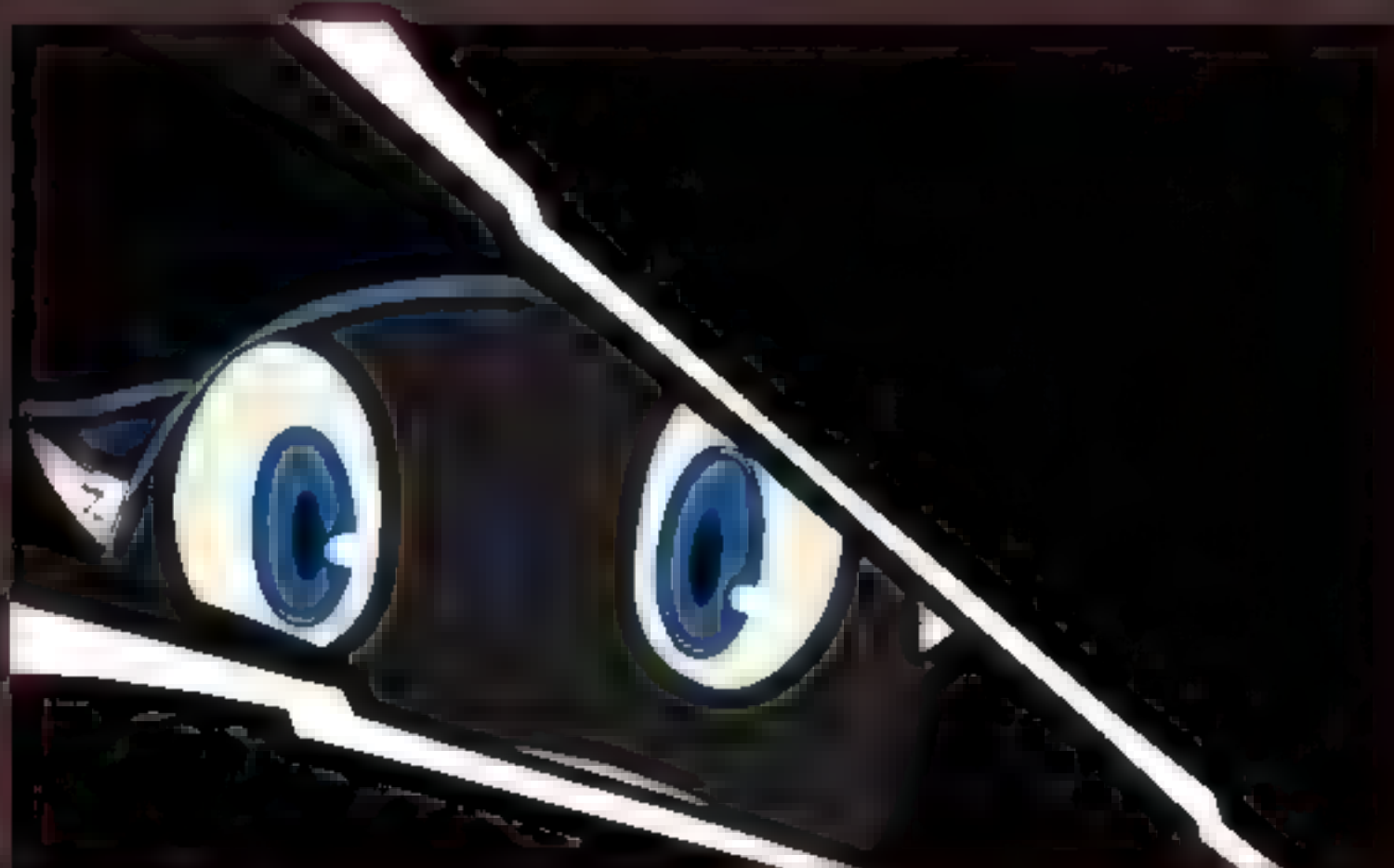
## Cut-in



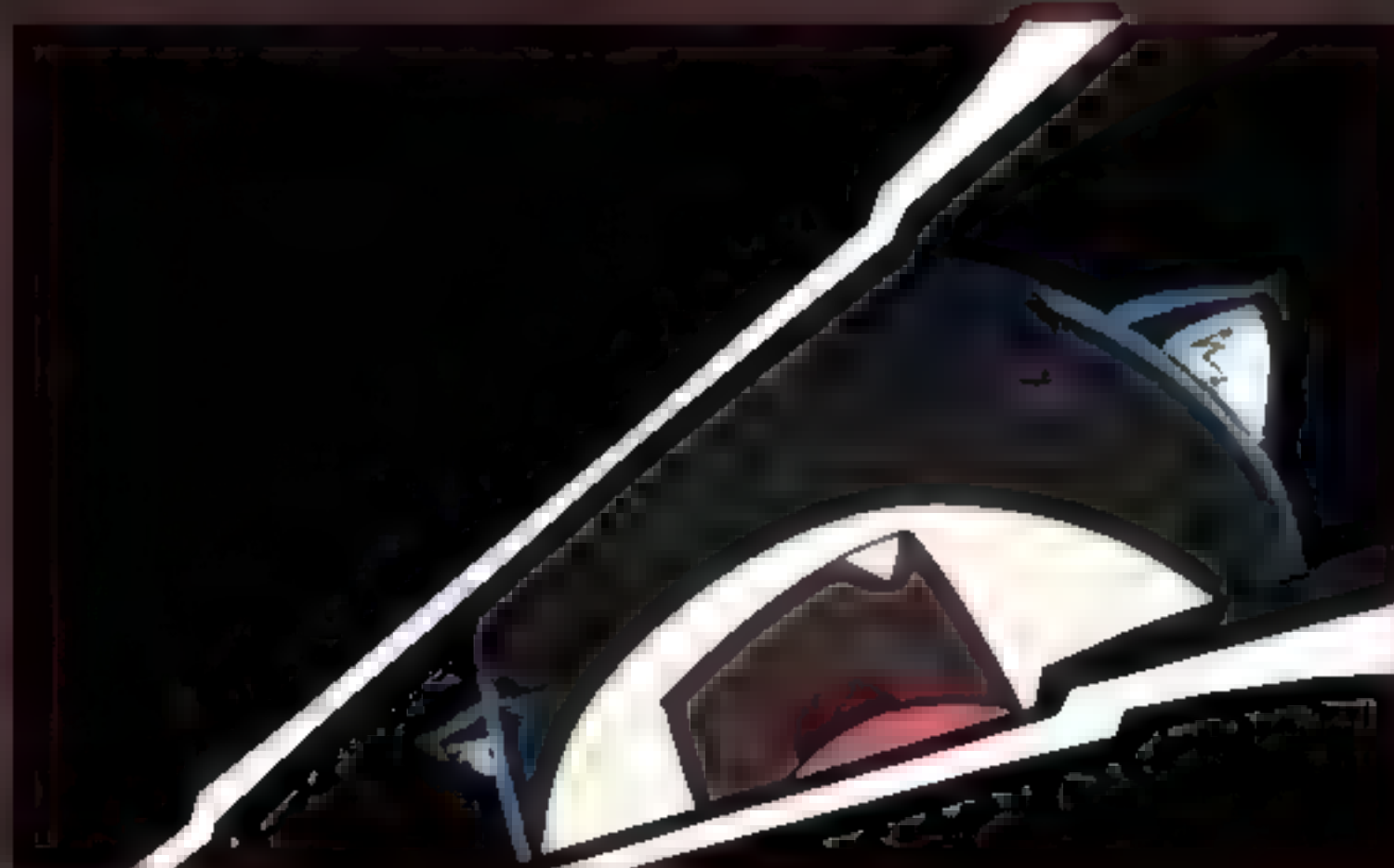
Serious



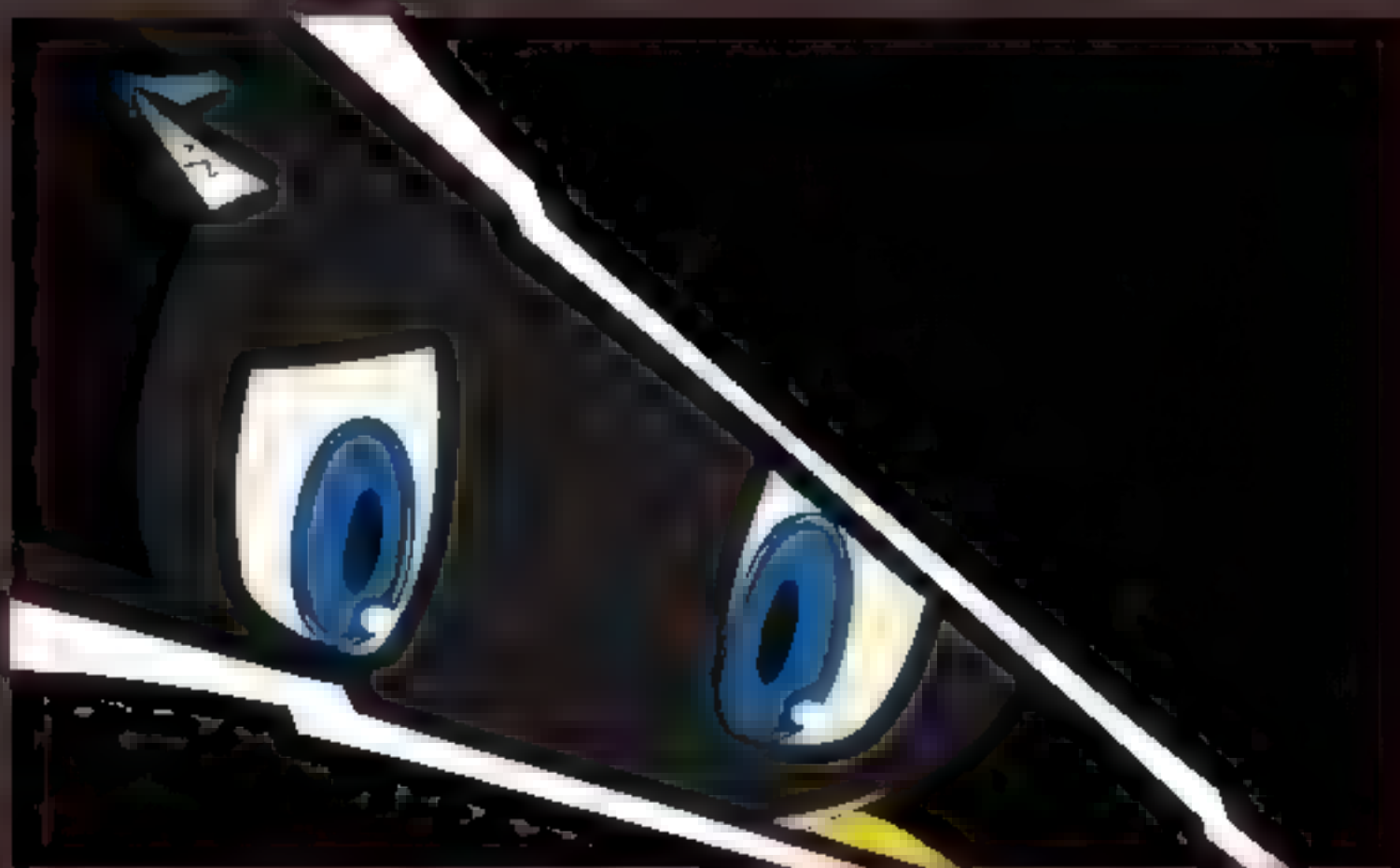
Scheming



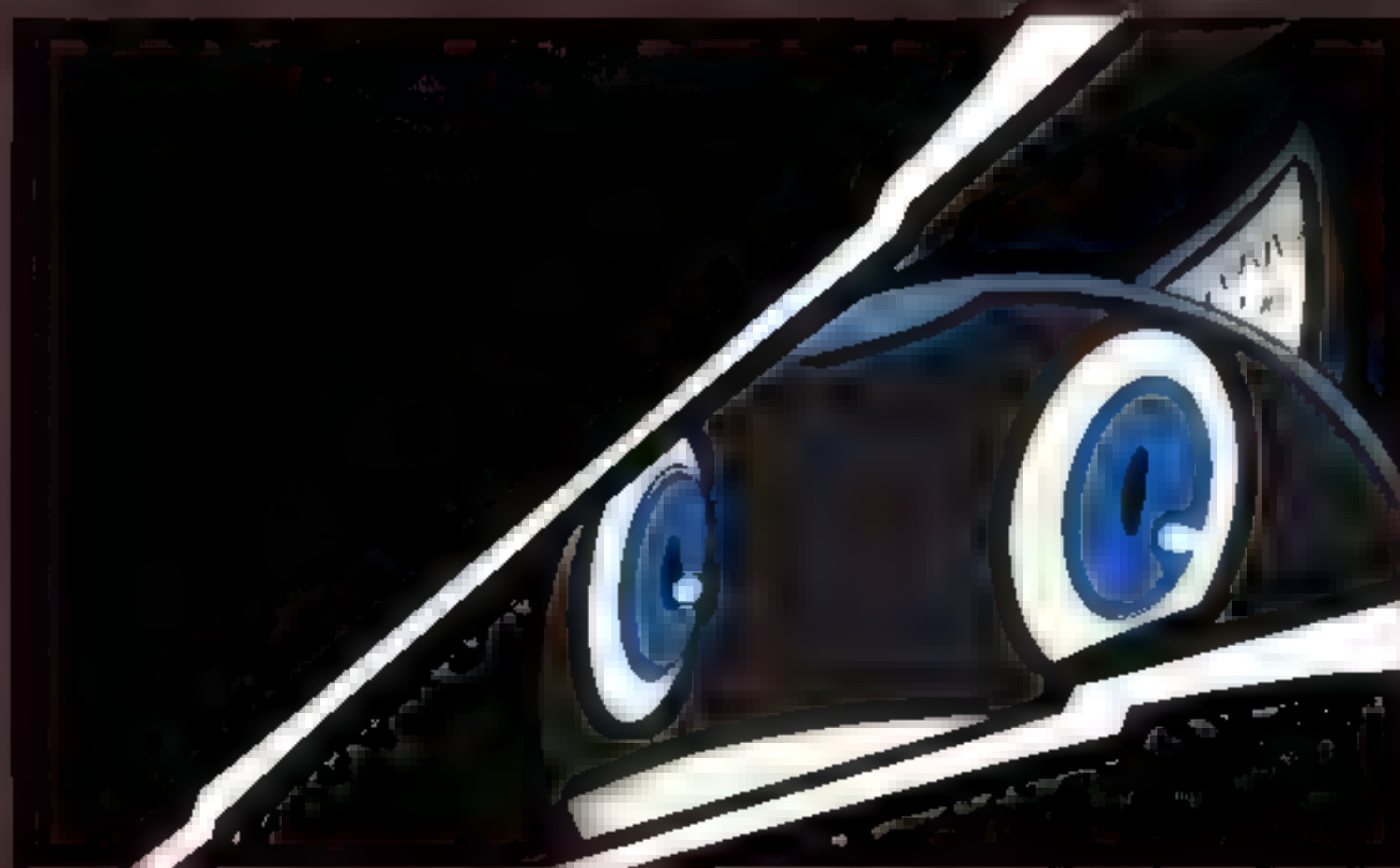
Surprised



Pained



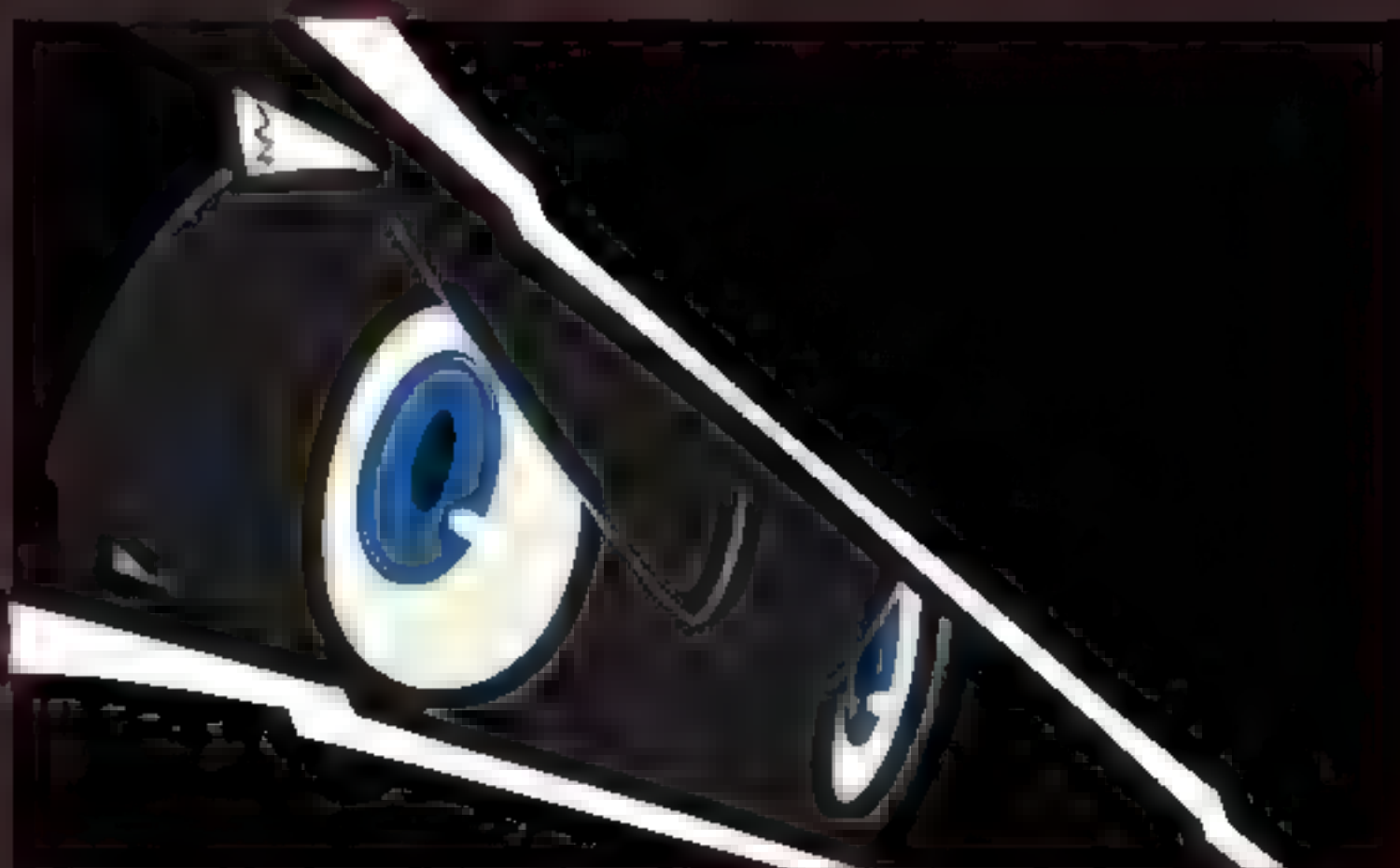
Sorrowful



Joyful



Suspicious



Mad



# Initial Image

■ Phantom Thief Outfit

モルガナ 設定の  
Morgana  
Concept 1







His eyes appear slightly  
almond-shaped from the front.

目は正面から  
見ると少し杏仁目です。



手足の底  
有毛

He has paw pads.







瞳、表情な  
コミカルなポジション  
を持たせたいと考へて  
おりました。

I'd like his eyes to emote in  
a lot of funny ways.



人間との対比

Comparison with  
a human





モリタ  
IX-2

Morgana  
Concept Art



口は表情に  
よって無くとも  
OKです



His mouth doesn't always  
have to be shown.





描らしいことも  
ちゃんします。

He acts like a real cat  
from time to time.



結構悪い表情か  
多々あります。

I might give him a lot of  
cheeky expressions.





## ■ Morgana: Car Form

他のモノに化ける場合黒ベースに  
イエローのライン  
青い目が  
共通のデザイン  
になる。



Whenever he takes another form, it always  
has black as a basic color, with yellow  
lines and blue eyes.

His form in Mementos

メメントス時形態



ストライプ追加

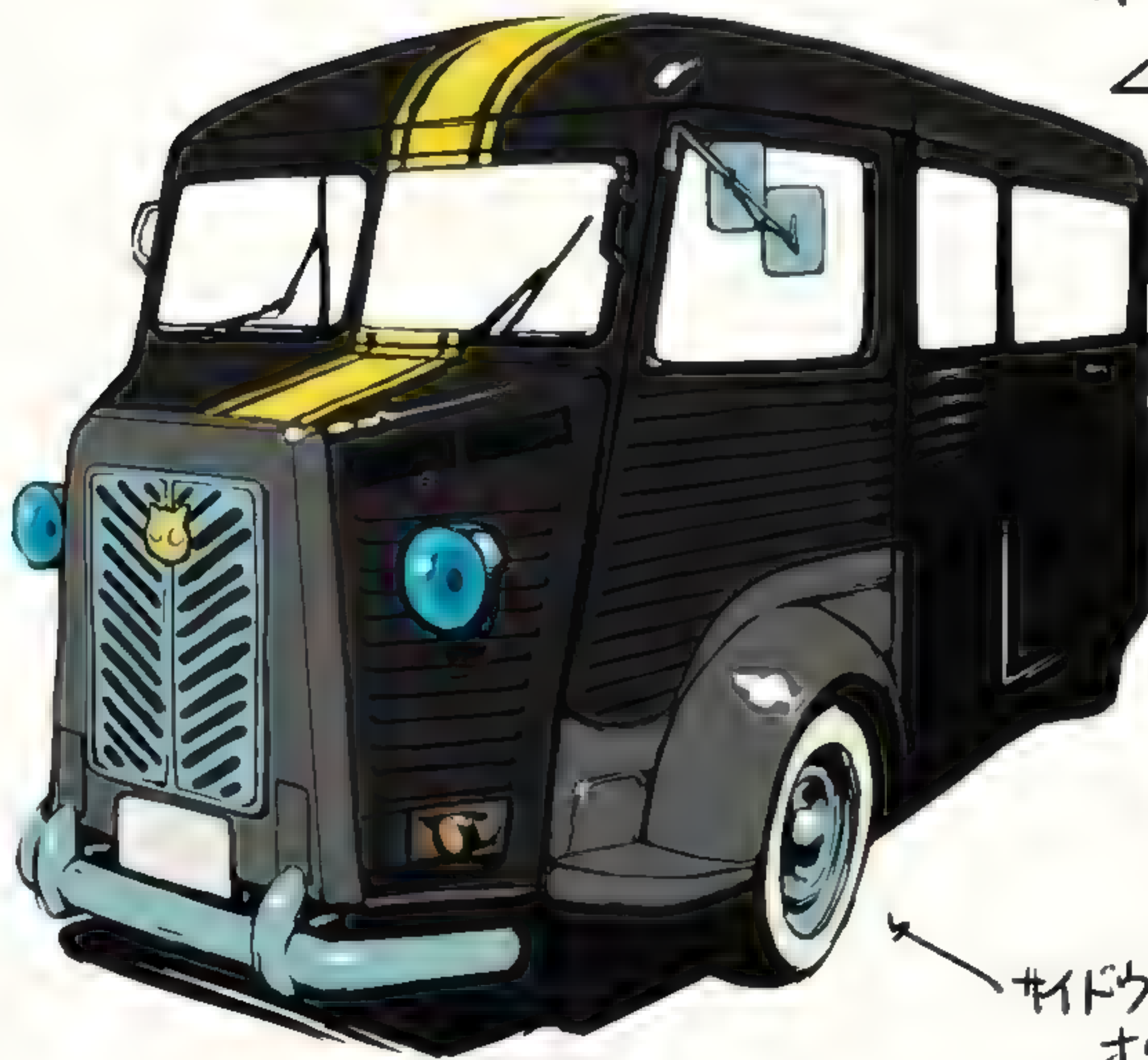
Stripe added

His ears and tail  
disappear.

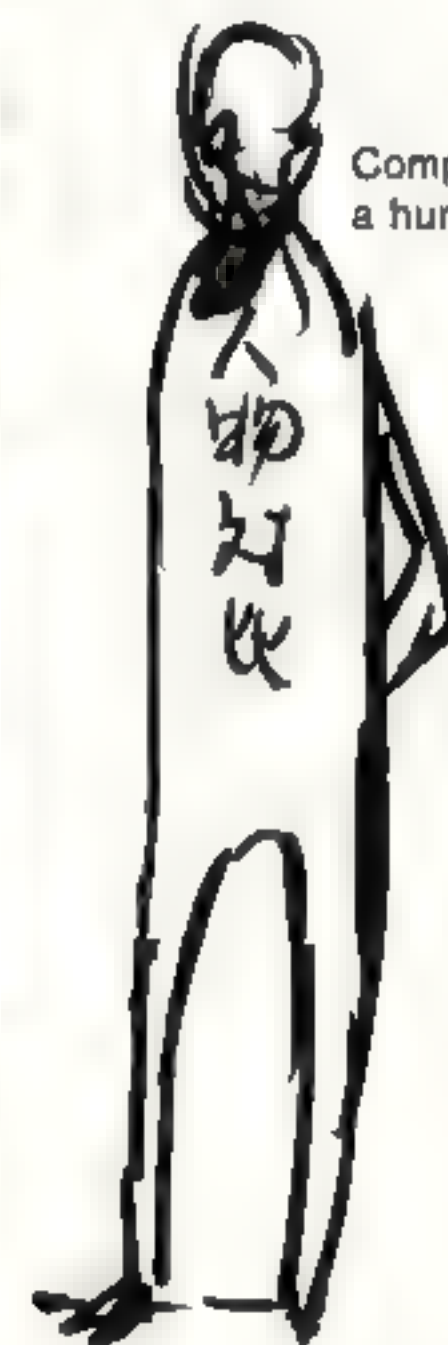
耳と尻尾が消失する

ライト色  
ブルー

Blue lights



Comparison with  
a human



サイドウォール  
ホワイト

White sidewalls on the tires



Transformation process

変身過程



I assume he might transform into other things, too?

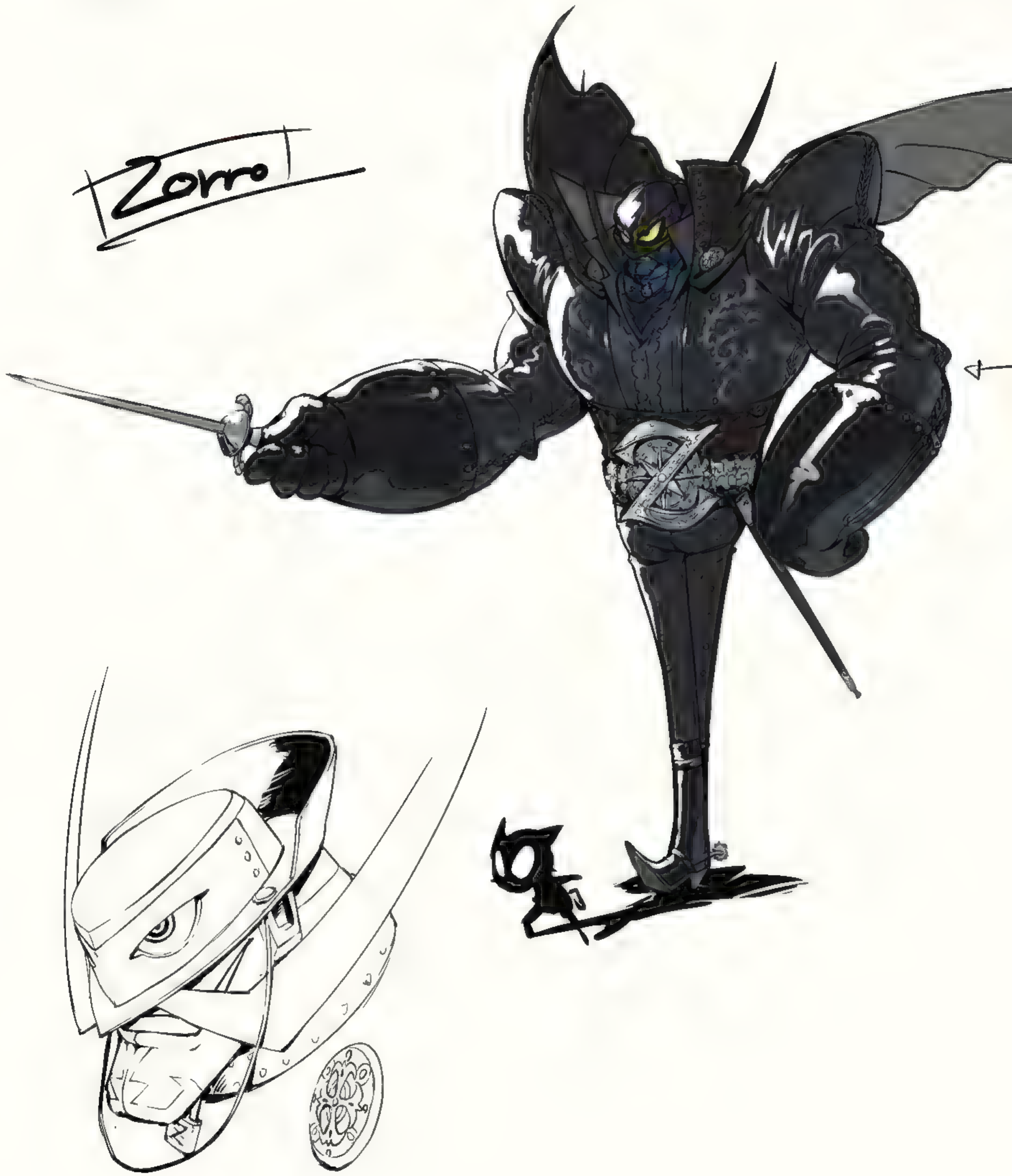


Creator's Comment

I personally wanted the characters to ride a sports car — something cool, like a convertible. But a sports car couldn't fit everyone in the party. "Maybe I'll have four people ride the car and the rest could follow on motorcycles," I thought, but that could get pretty complicated when we had everyone travelling together, so I ended up going with a van.



■ Zorro





マントの形状は  
この状態をほぼ固定。  
なびきります。

His cape. It almost always stays  
like this, but does flutter sometimes.



Embroidery

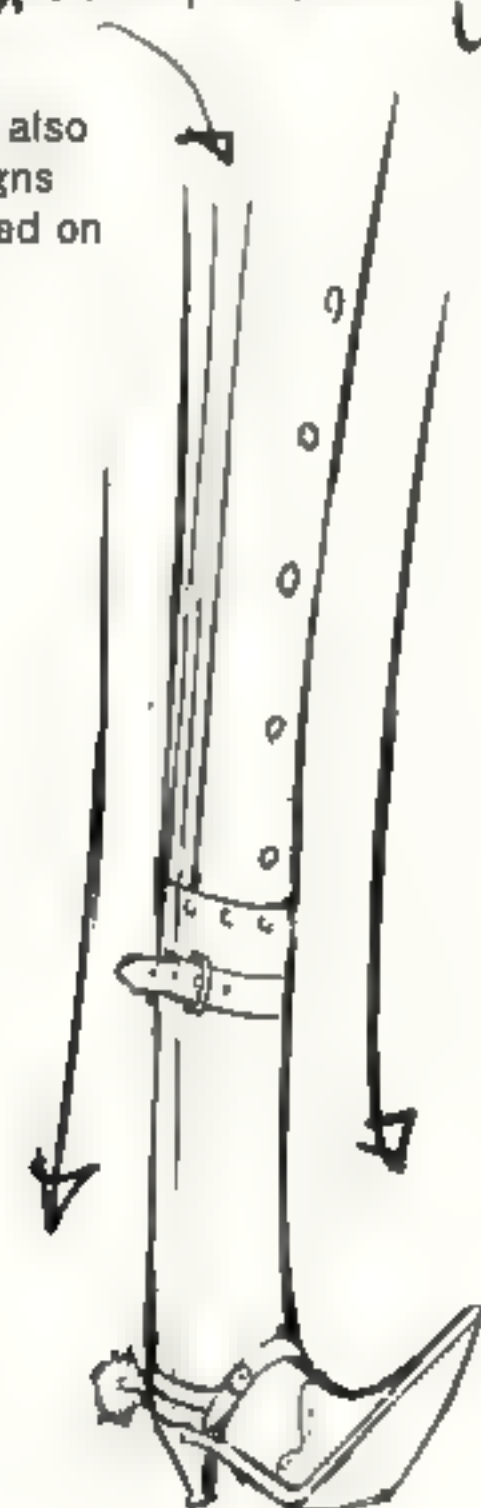


◎ ベルト 金具 Belt buckle



下半身外側側面にも  
ししゅう  
入ります。

The pants also  
have designs  
embroidered on  
them.



マント  
詳細。  
※ 造形自体は  
中央立ち衿の  
状態で  
固定に  
なります。  
(なびきます。)

Cape details. It almost always  
keeps the same form it has in  
the main illustration, but it does  
flutter sometimes



■ Mercurius







又前方に  
倒れ  
まう。

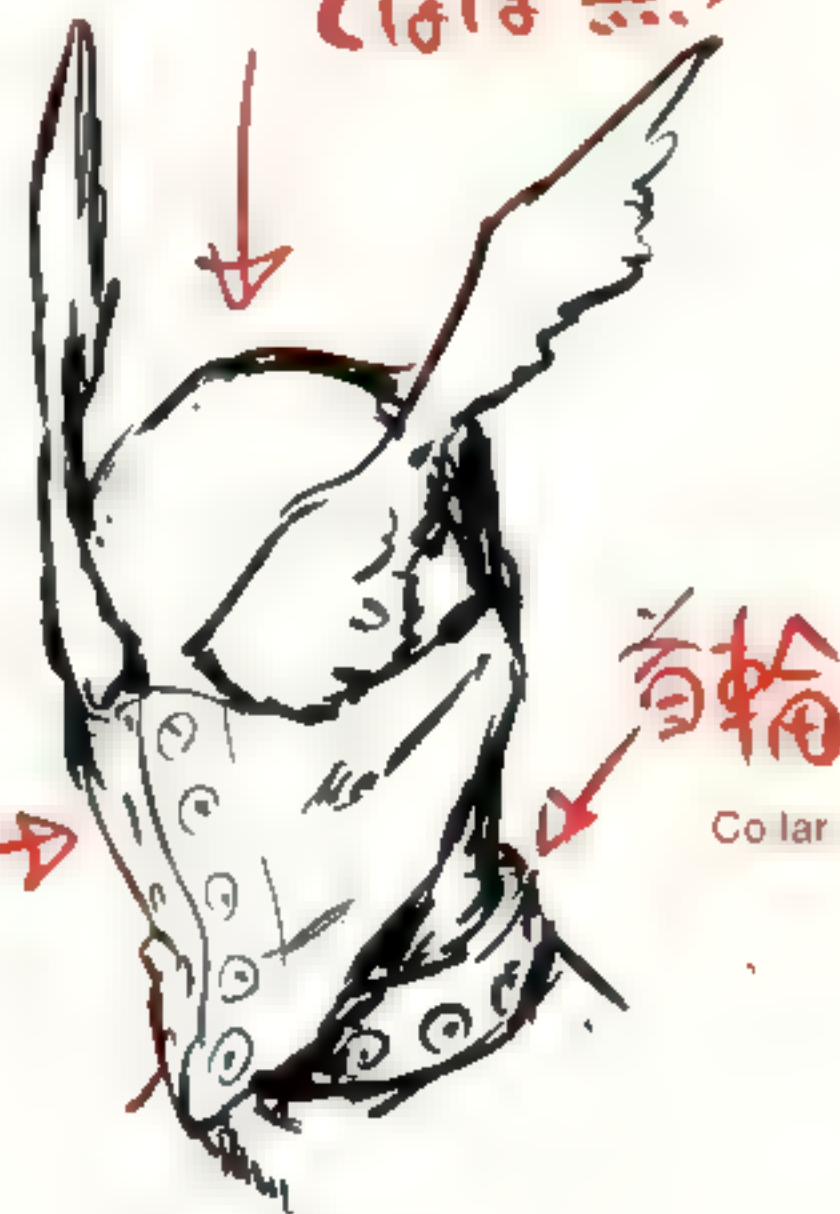
Angled slightly forward



Full-body skintight  
suit (nearly black)

タイツ  
(ほぼ黒)

マスク  
Mask



首輪  
Collar



## Initial Image

### ■ Morgana







Creator's Comment

Everything besides the head was shiny rubber. This was before we decided on Morgana's gender, so I thought of a cat burglar and went for a feminine design — I think that certain people would have enjoyed that. Morgana could initially transform into anything, not just a car



頭部は  
ラバーではあつせん  
毛フサフサです

His head is not covered in rubber.  
Fluffy fur.





■ Persona





# MAKAI CHUUA

Ann Takamaki

persona

Carmen

Ann Takamaki

VA : Erika Harlacher (EN)  
Nano Mizuki (JP)

One of the protagonist's classmates. Because of her ash-blond hair and blue eyes, as well as the sexual harassment she encountered at the hands of her corrupt teacher, Ann was the target of all kinds of misunderstandings and jealousy. Although these events caused her to close herself off, she's still an honest, cheerful girl at her roots. Plagued with regret over failing to protect her best friend, she has vowed to help those in need. Her initial persona is Carmen.



## Main Illustration



Creator's Comment

The protagonist, Ryuji, and Ann were the first three characters to appear in promotional material, so it was their role to communicate what kind of game "Persona 5" was going to be. That's why I designed these three characters to convey the entire "Persona 5" feel.

A unique part of Ann's design is her tights. I wanted to add this game's signature colour to the first female character to make an appearance, and that's why Ann's tights are red. Another reason behind my choice is related to "Persona 5"'s theme, "individually." Negative personality traits manifest as Palaces, while



Profile	
Gender	Female
Height	168 cm
Weight	I completely forgot
Grade	Second year
Zodiac sign	Scorpio
Blood type	B
Codename	Panther
Arcana	The Lovers
Initial Persona	Carmen
Family	Father and mother (both are usually absent), lives with servants
Talents	Almost native English speaking (good at academic English test as well), good with people (though she doesn't notice)
Habits	Twirls her pigtails when she's thinking
Hobbies	Watching TV dramas, playing video games (not for mobilephone but other portable devices)
Favorite food	Sweet food, both Japanese and non-Japanese. She likes cakes so much she could eat one in place of an actual meal. She easily falls for limited-edition menus like crepes with "extra cream," but she doesn't like carbonated drinks.

positive personality traits provide the energy to change the world. When I designed these characters, I didn't just want them to look unique; I wanted them to be unique characters with individual preferences that were different from ordinary folk. When you think of it that way, red tights and school uniforms don't mix at all! In Ann's case, she's wearing those tights because she wants to wear them. It doesn't matter to her whether they match or don't match. Her skirt's short for the same reason; she doesn't care what people have to say about it. I feel like that kind of thought process is also a form of individuality. I wanted to create a group of people who weren't happy unless they did what they wanted. Those are the kind of people who can change the world. Ann's red tights are linked with these larger themes.

Ann's hoodie was designed to evoke cheerleaders. I wanted to make the game feel like a Western high school drama, in order to distance the characters from real-life delinquents.







## Phantom Thief Outfit



Creator's Journey

This design is basically just, "What would a female thief costume look like?" I went for a stereotypically "cool sexiness," so it's not supposed to be straight-up erotic.

Ann's signature colour is pink, but I had a lot of difficulty with her pink, but I had a lot of difficulty with pink gloves. If I didn't design them right, they'd look like rubber dishwashing gloves instead.

The mask is supposed to resemble a leopard, not a cat. By the way, Ann isn't wearing this outfit by choice. For the most part, these thief outfits are created by an outside force when the main characters enter a Palace, so I thought it would be kind of cute if she were embarrassed about wearing it.







## Carmen



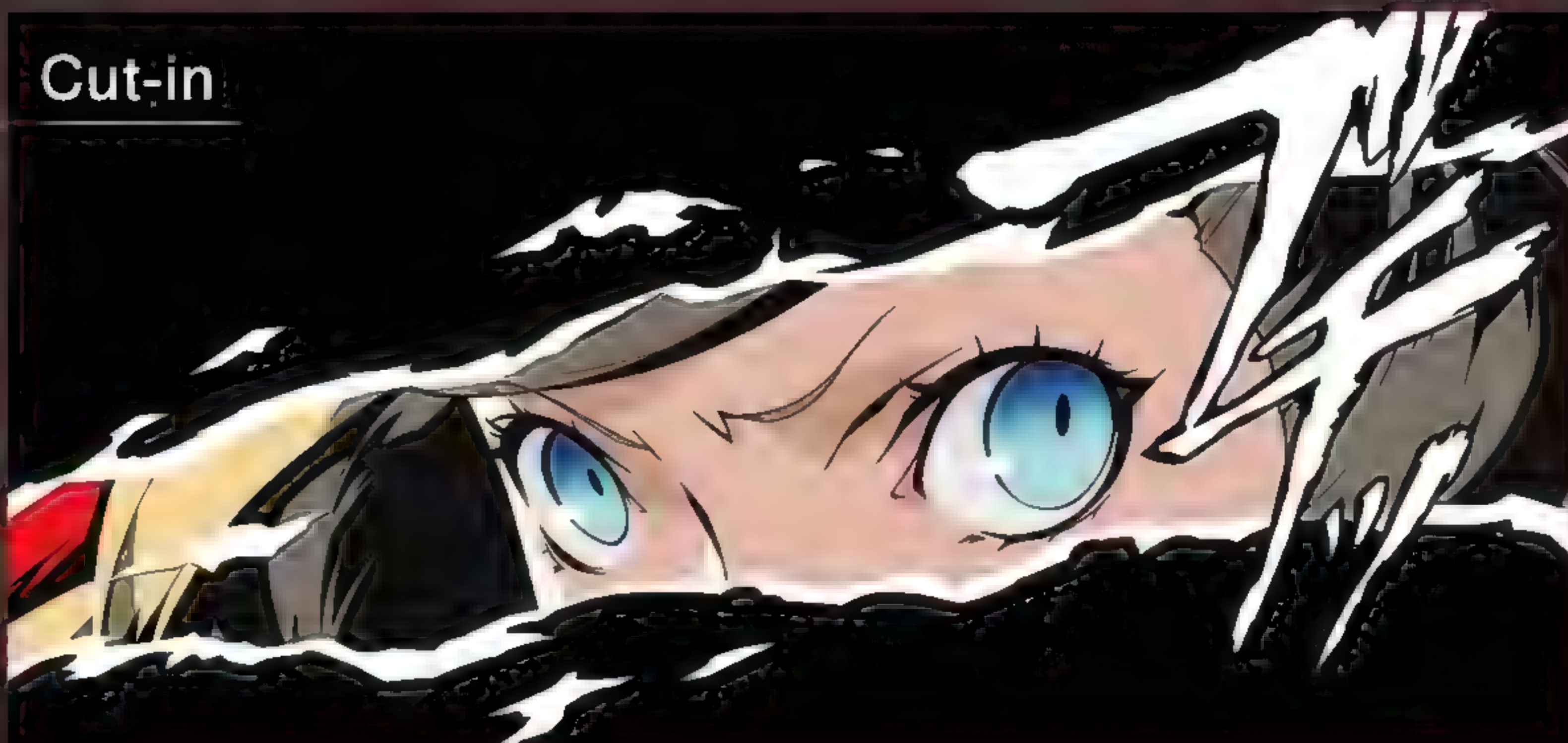




There are a lot of allusions to the original Carmen, such as the roses, the men she seduced, and the period she spent working in a cigarette factory. Carmen's mask resembles a leopard because she was trying to evoke the "leopardess" personality.



## Cut-in



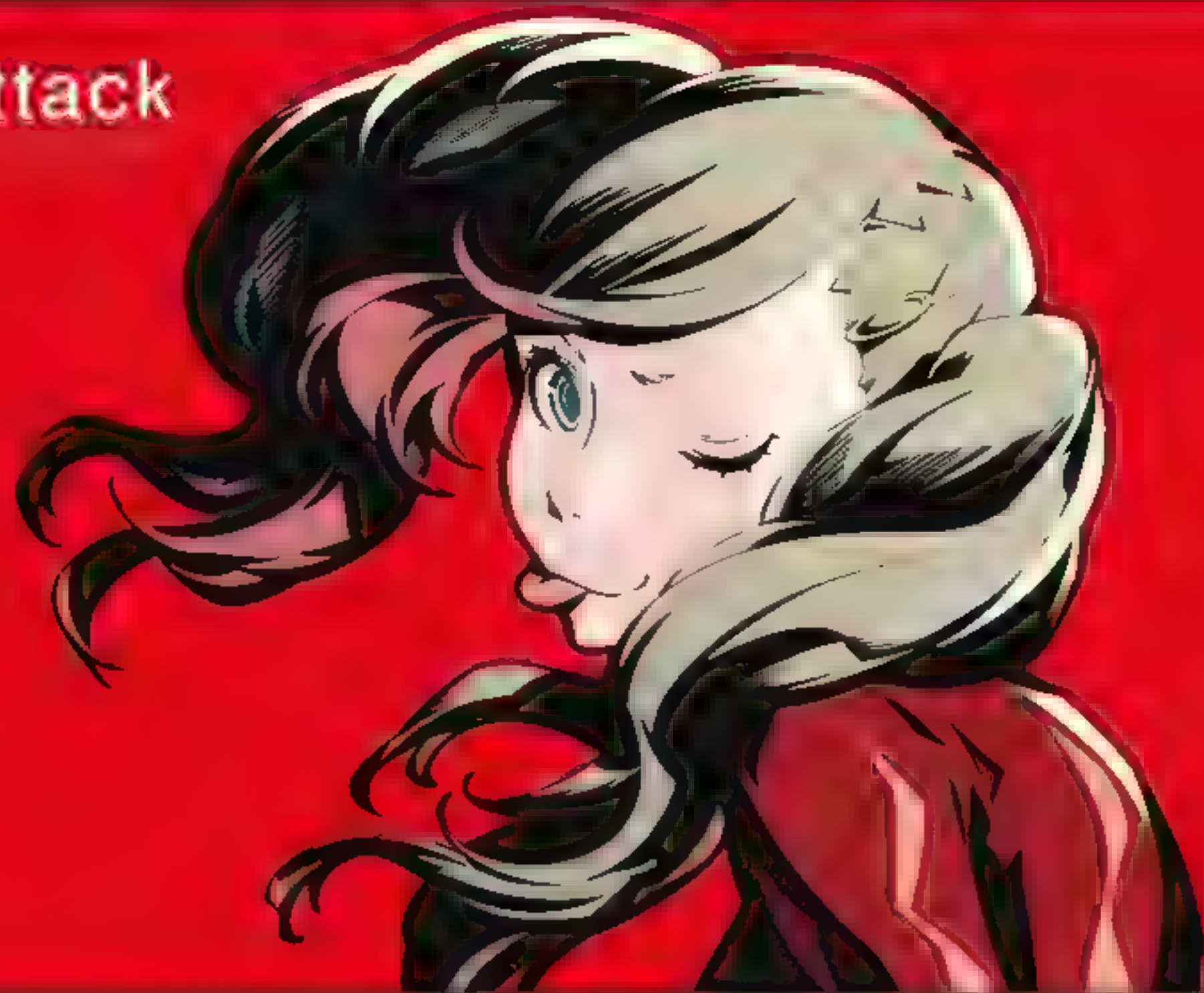
## Finishing Touch

## Confidant Screen





All-out Attack





## Close-up

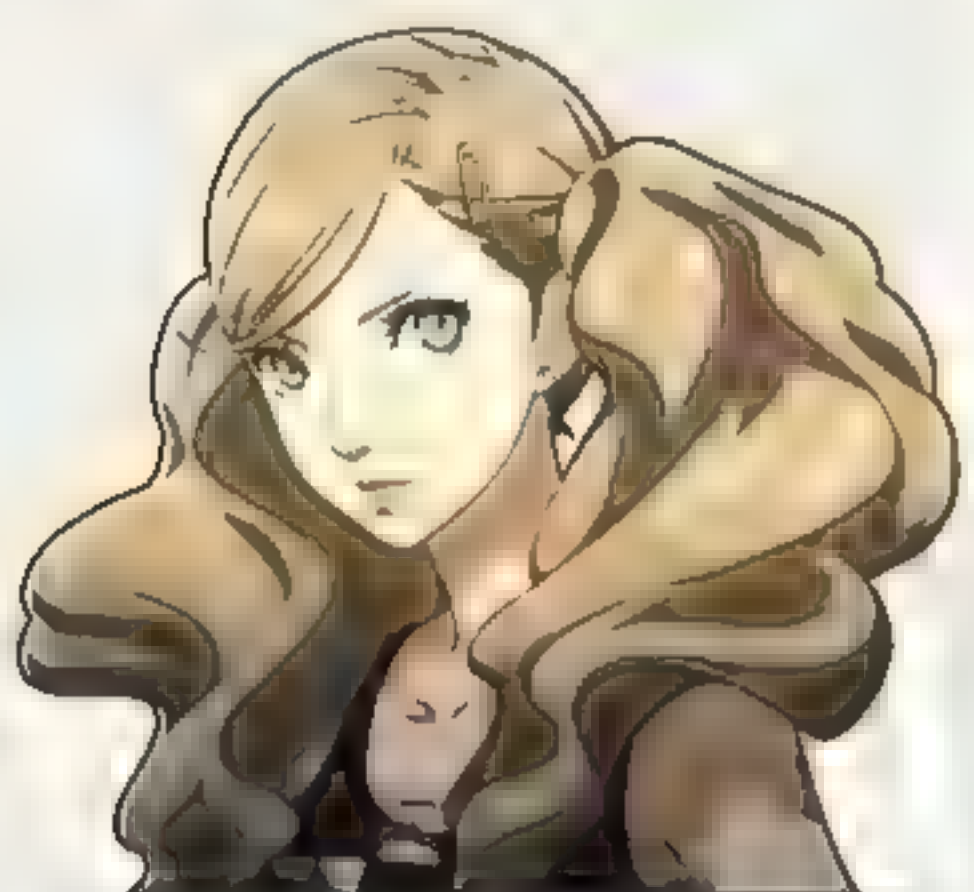
■ Normal



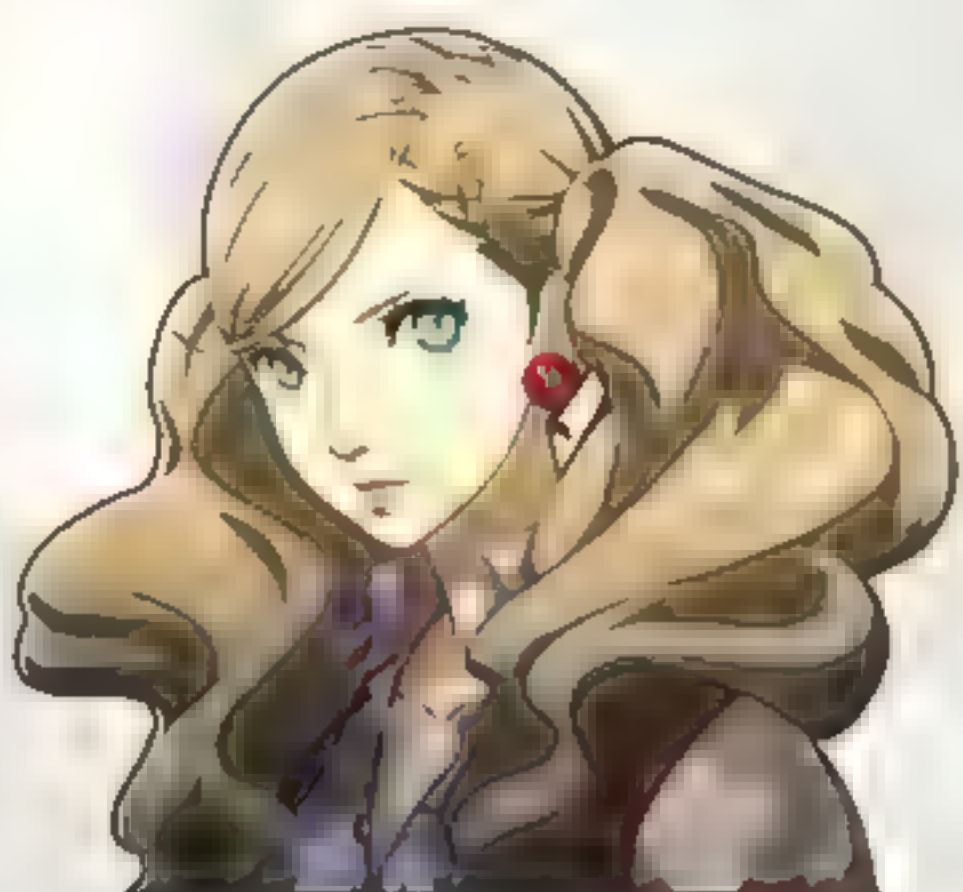
School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



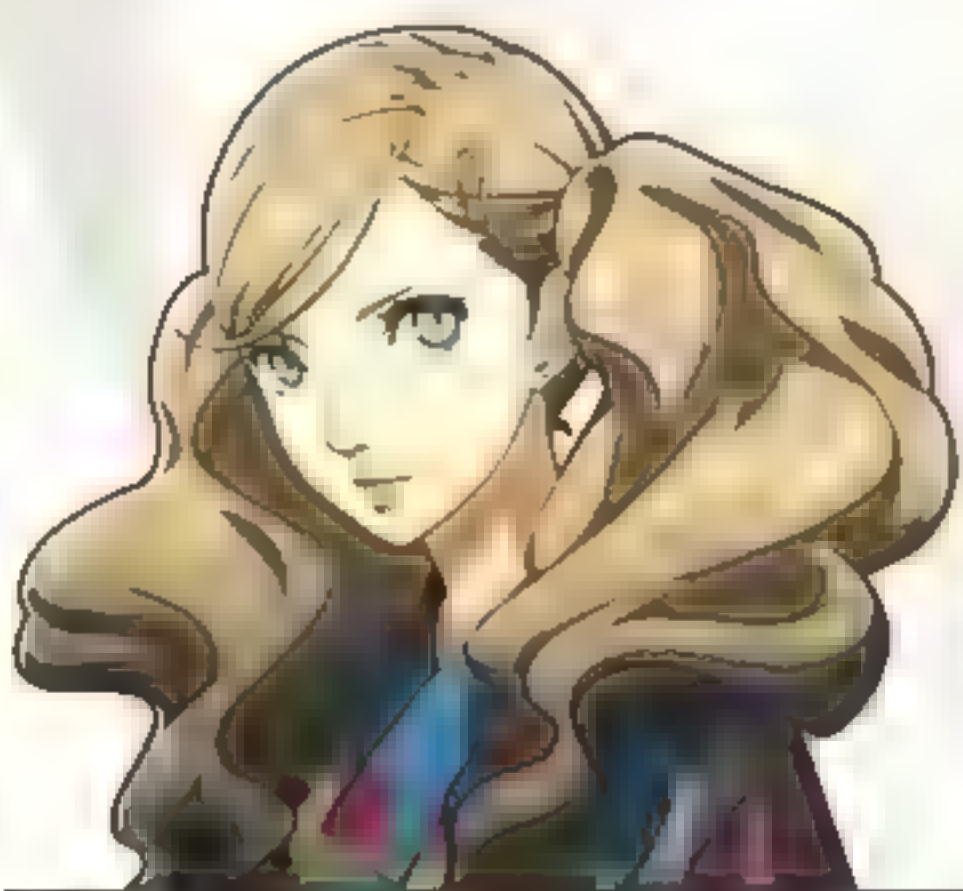
Casual Clothes (winter)



Sportswear



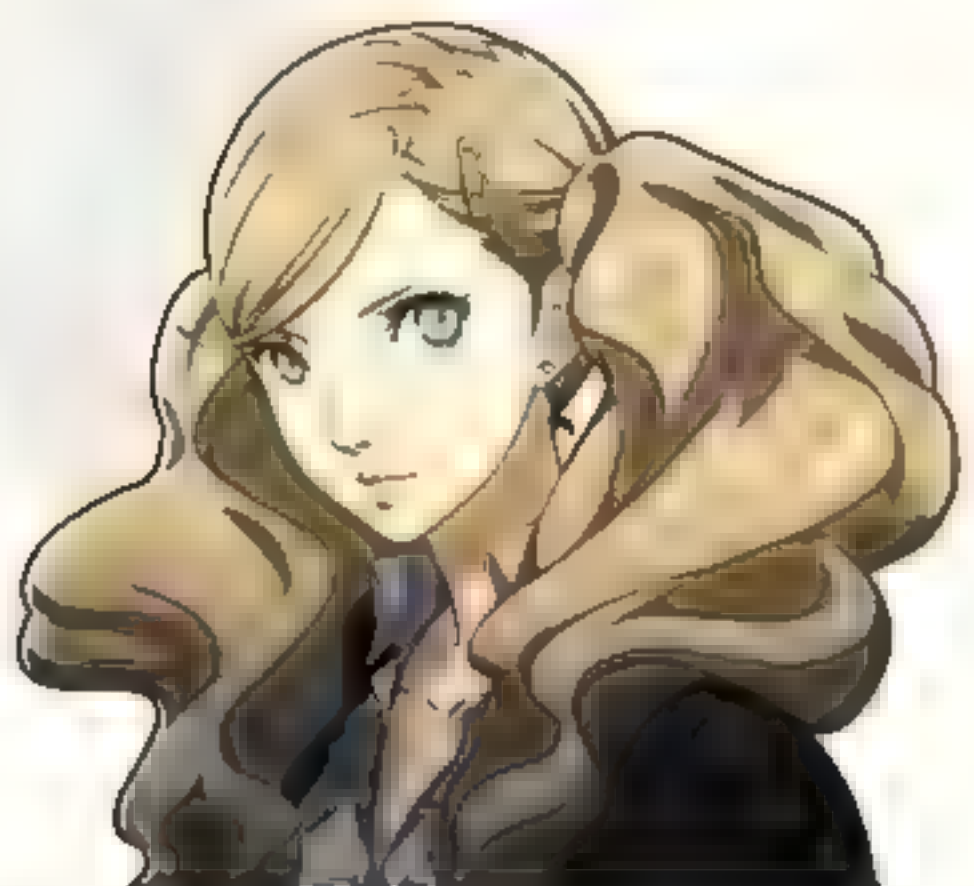
Swimsuit



Yukata



In Destinyland



Confidant Event



Unbundled



Phantom Thief Outfit



■ Smiling



School Uniform (summer)



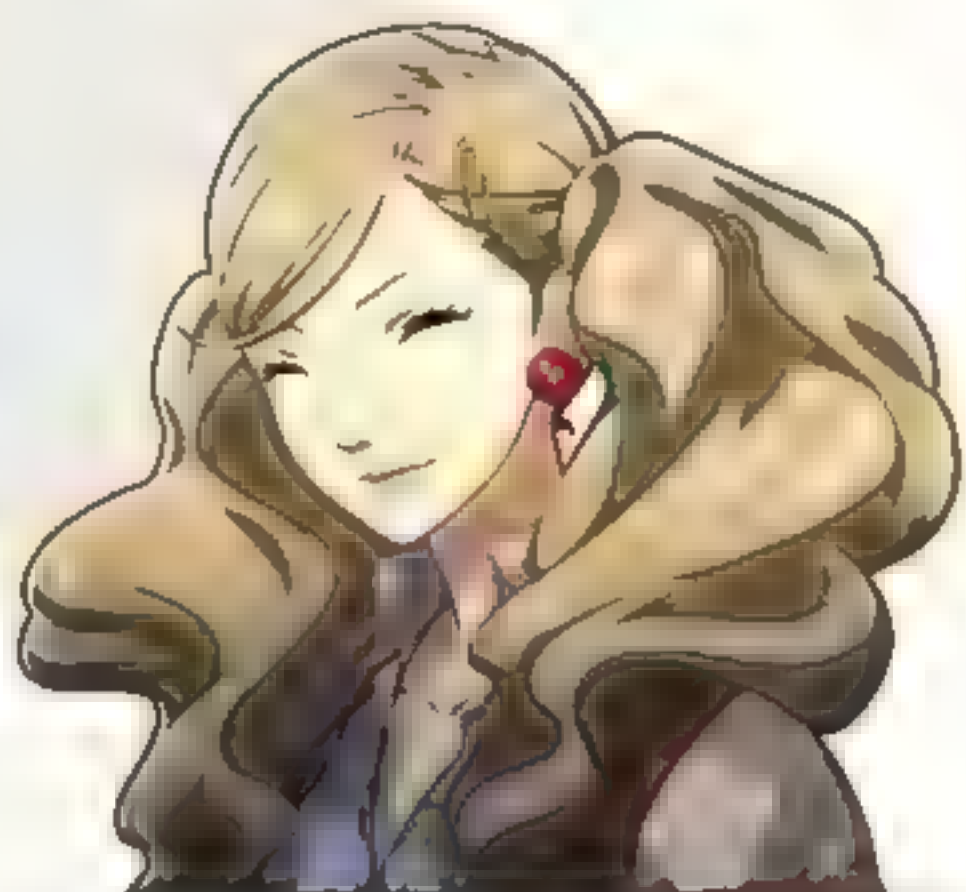
School Uniform (winter)



Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



In Destinyland



Confidant Event



Unbundled



Phantom Thief Outfit



Swimsuit



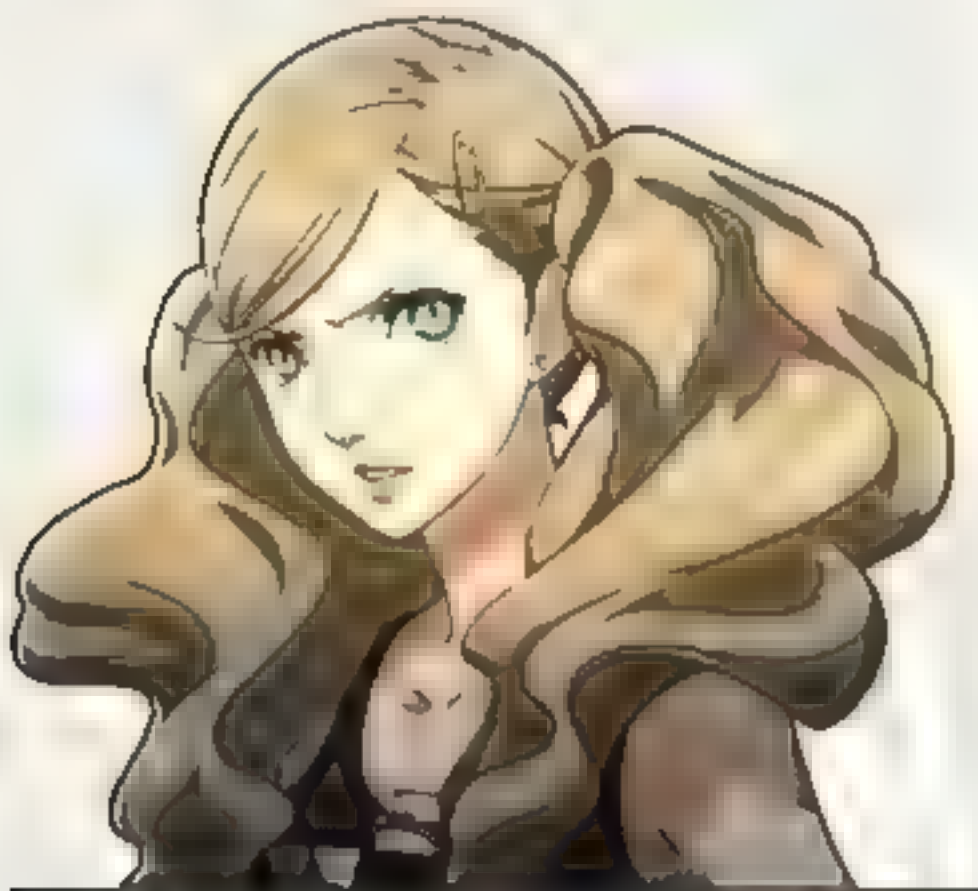
## ■ Angry



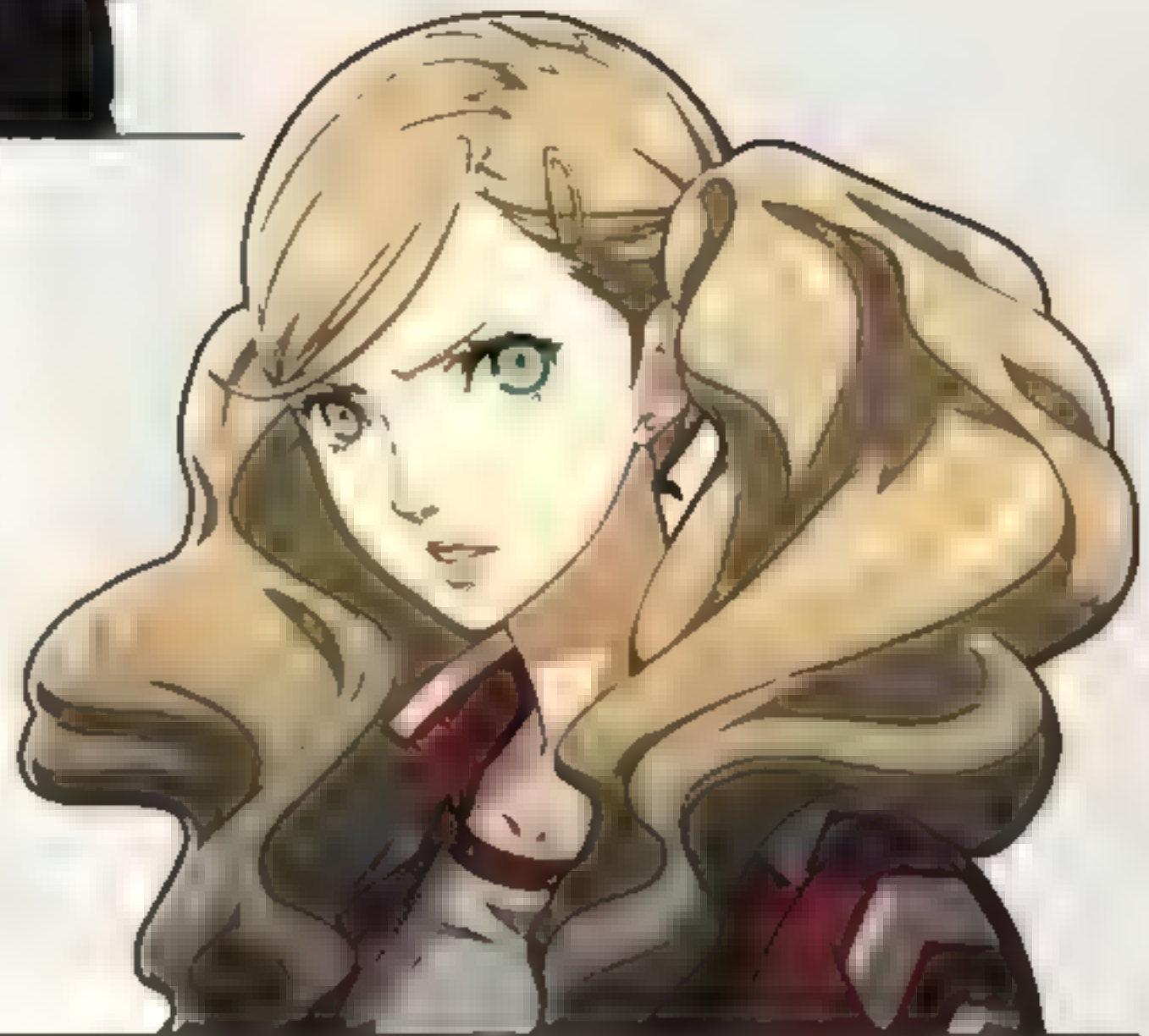
School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Sportswear



Casual Clothes (winter)



Swimsuit



Yukata



Confidant Event



Unbundled



Phantom Thief Outfit

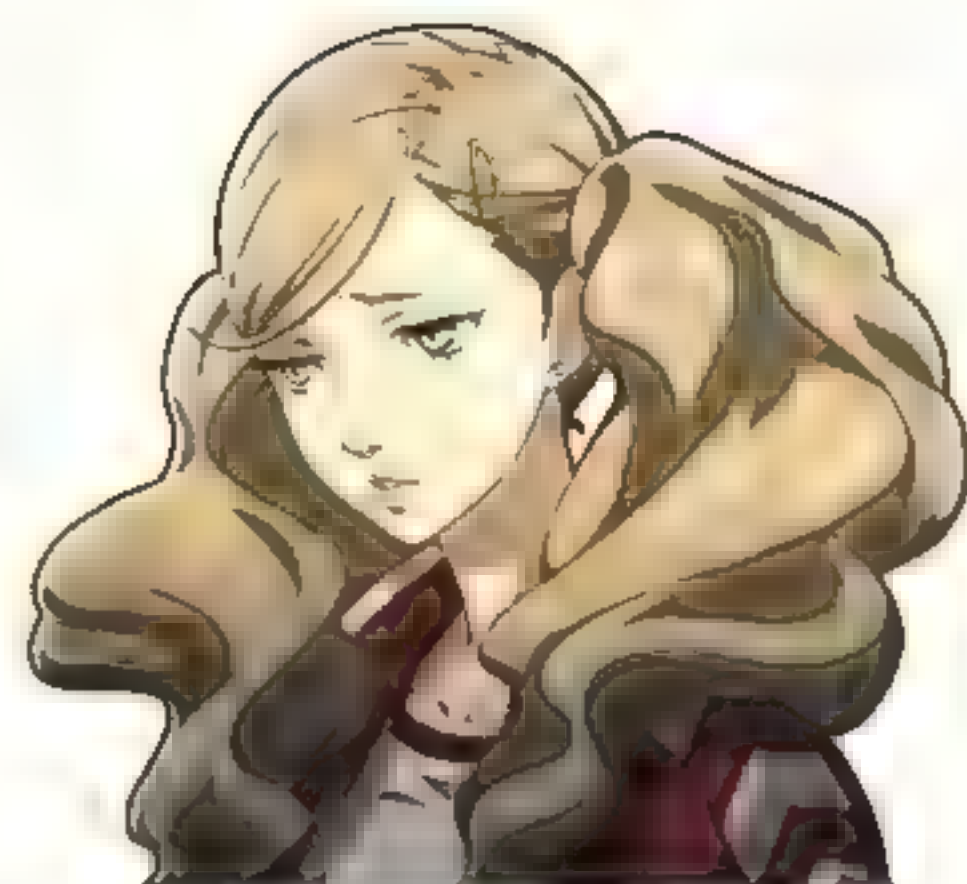




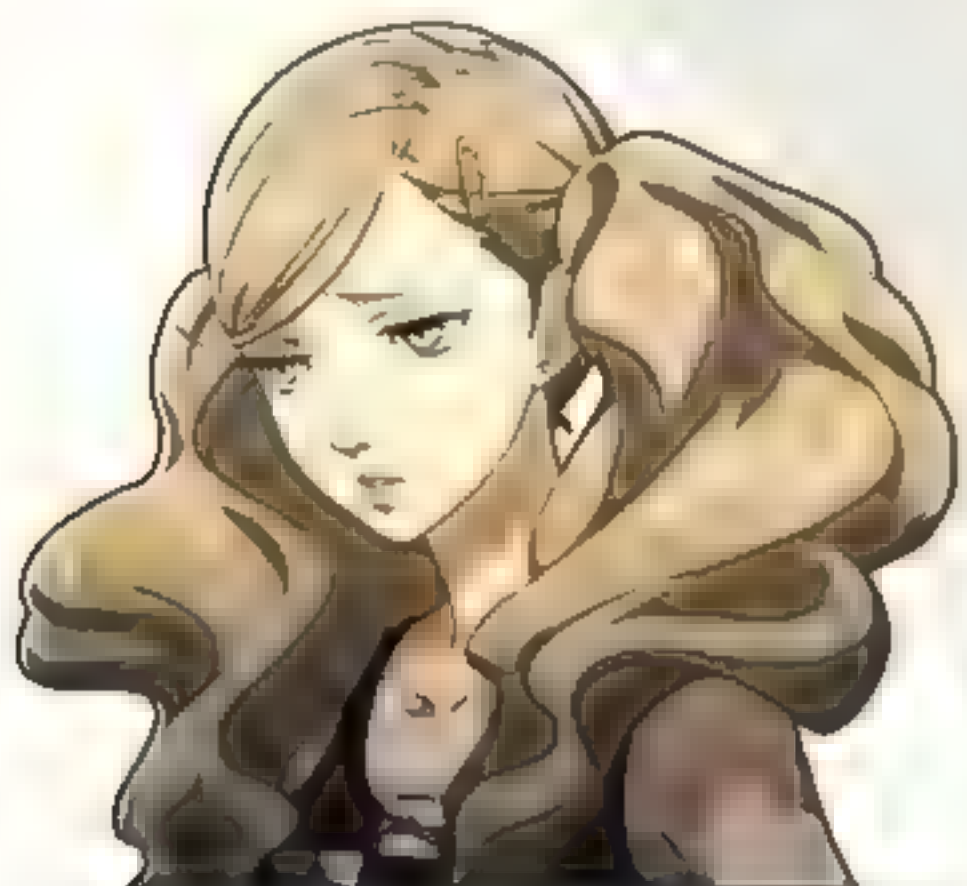
School Uniform (summer)



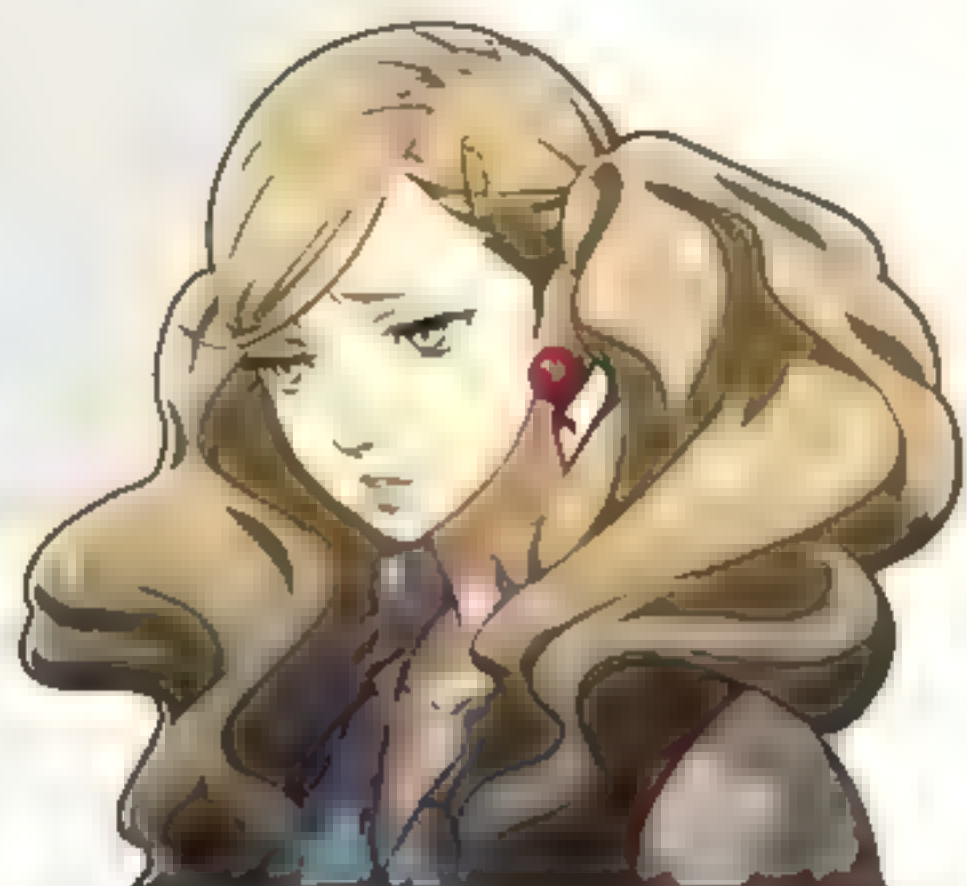
School Uniform (winter)



Sportswear



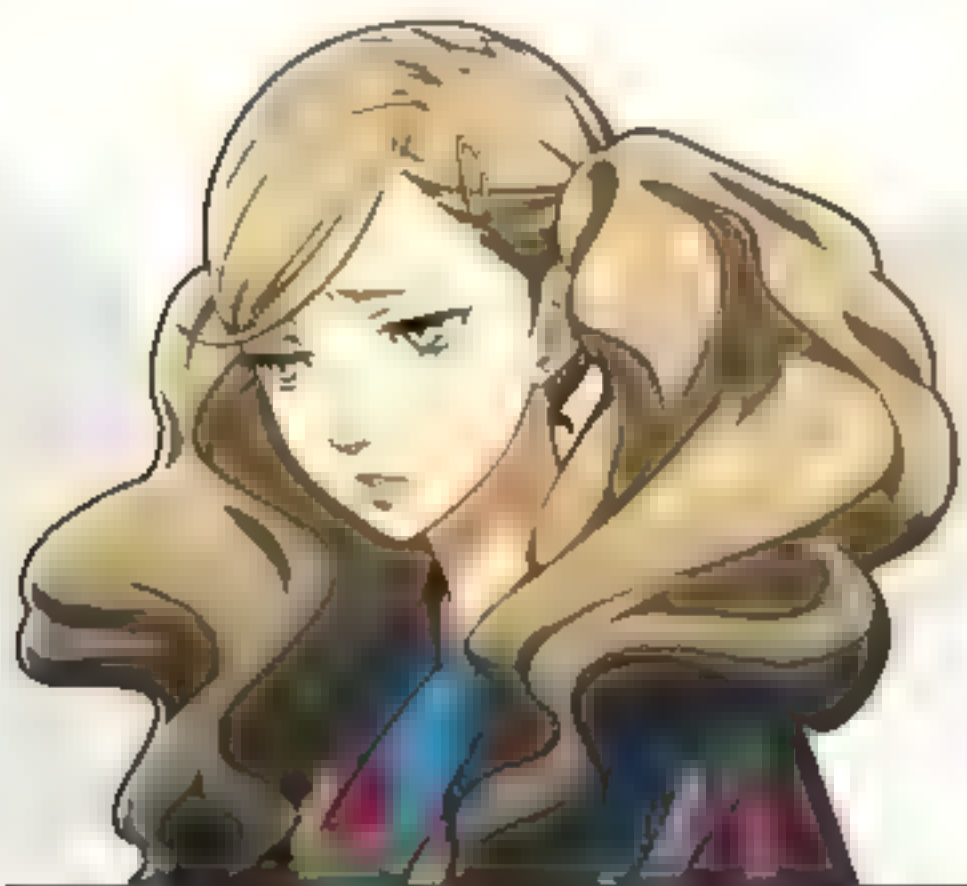
Casual Clothes (summer)



Casual Clothes (winter)



Swimsuit



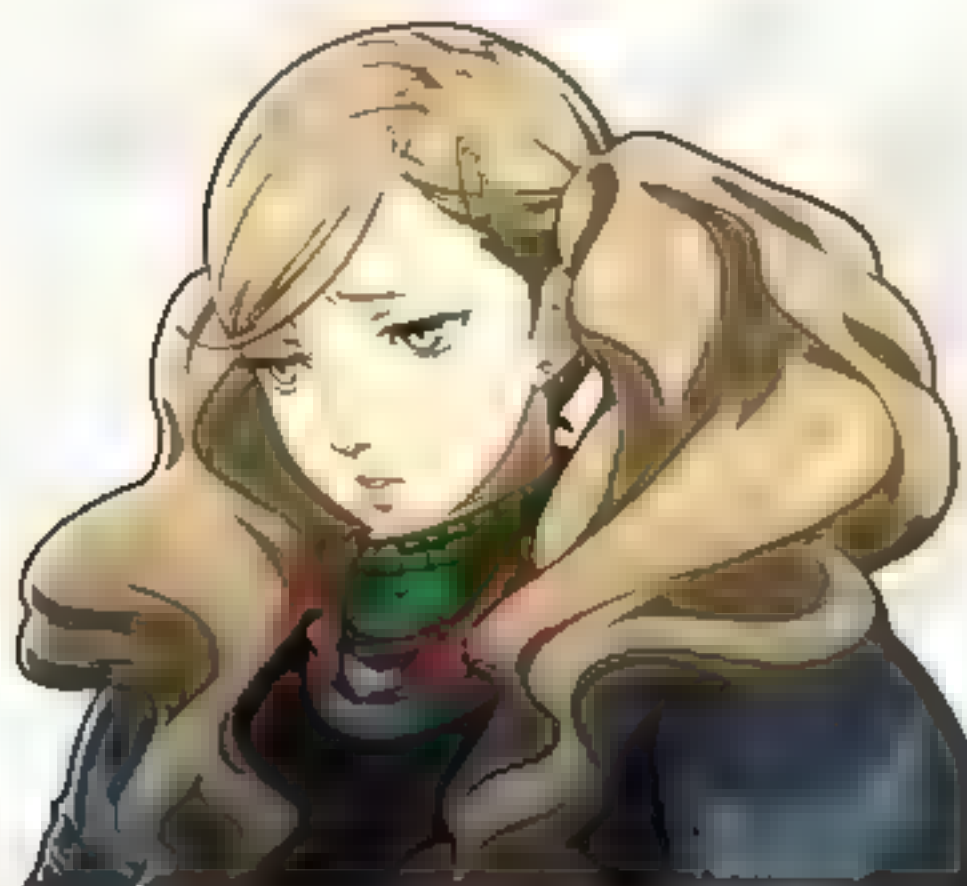
Yukata



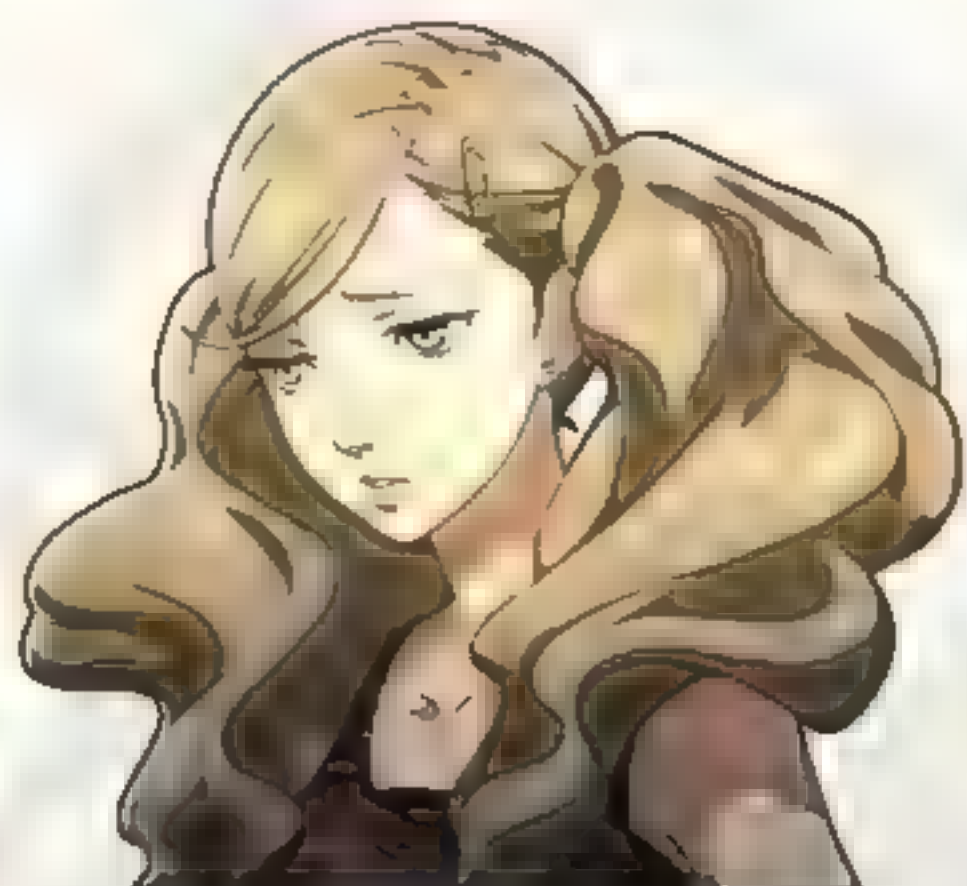
In Destinyland



Confidant Event



Bundled



Unbundled



Phantom Thief Outfit



## ■ Surprised



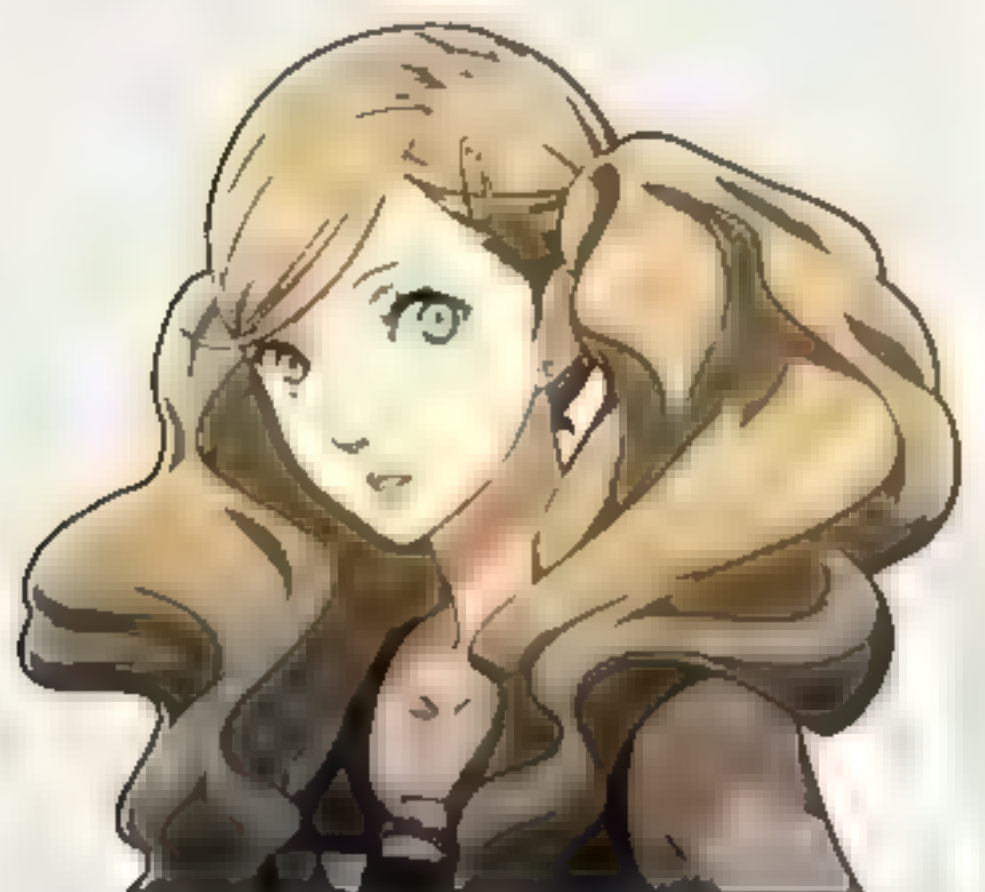
School Uniform (summer)



School Uniform (winter)



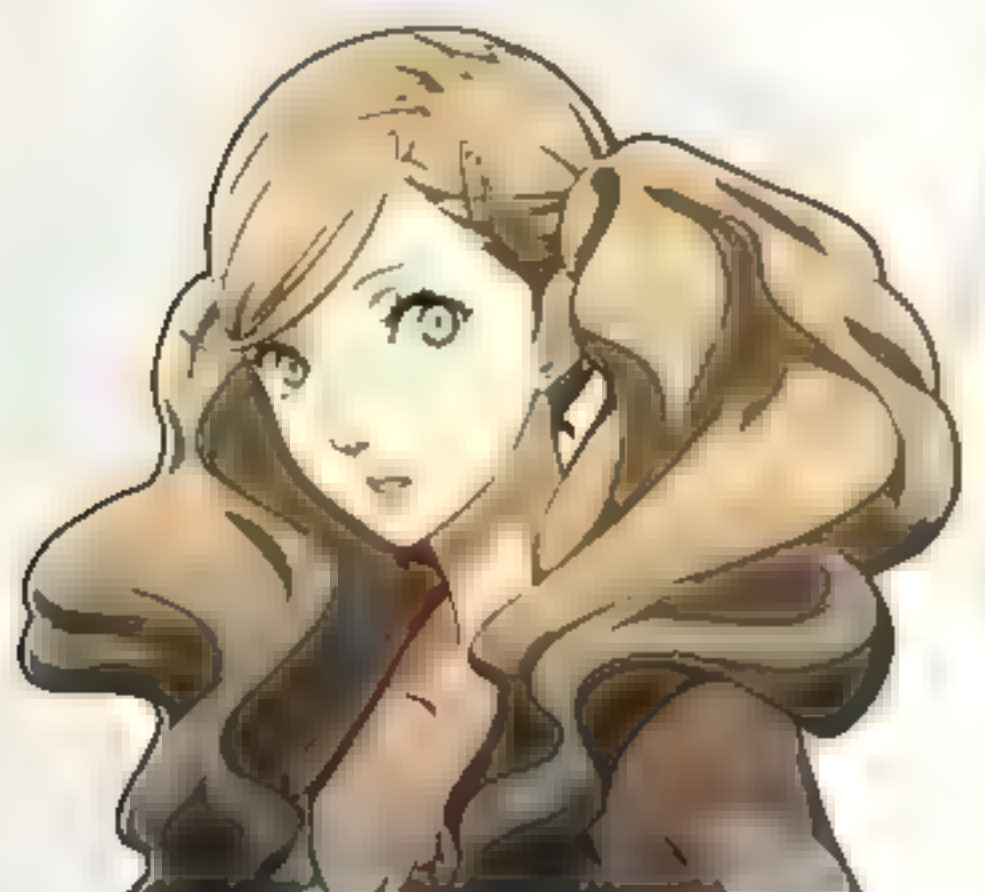
Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



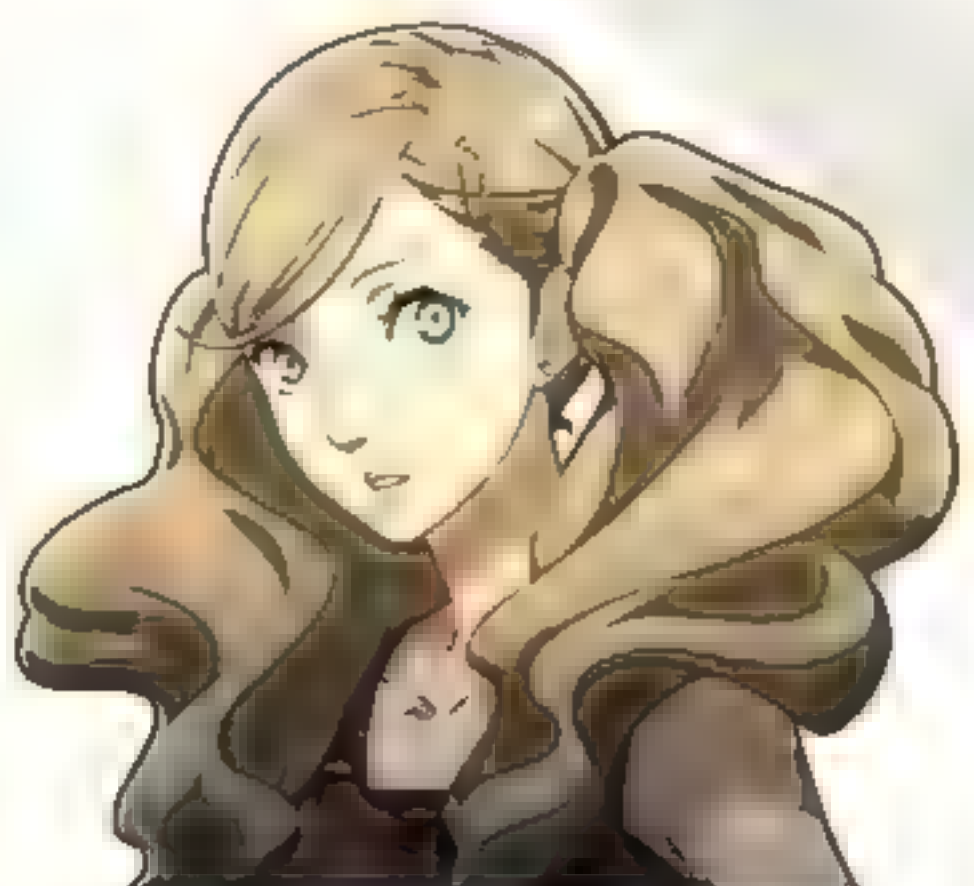
Swimsuit



Bundled



In Destinyland



Unbundled



Phantom Thief Outfit



■ Pained



School Uniform (summer)



School Uniform (winter)



Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



Swimsuit



Confidant Event



Phantom Thief Outfit



■ Blush 1



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Swimsuit

■ Crying



School Uniform (summer)



School Uniform (winter)



Casual Clothes (winter)



Casual Clothes (summer)



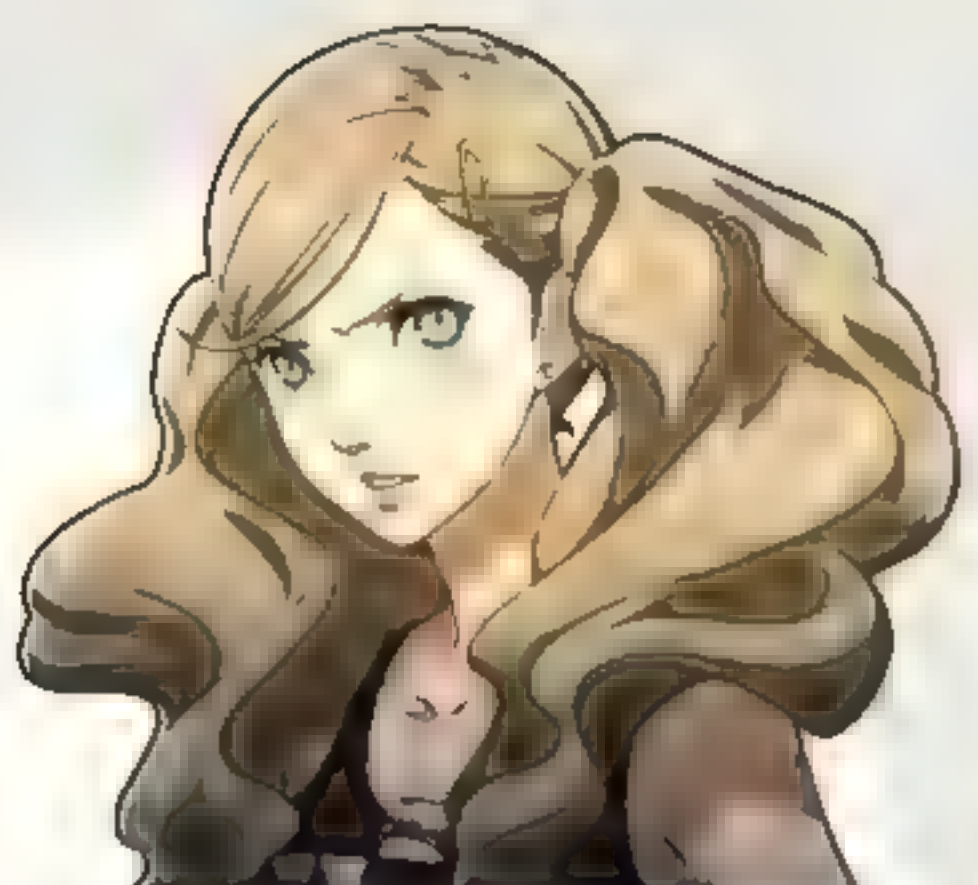
■ Blush 2



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Swimsuit

■ Crying Smile



School Uniform (summer)



School Uniform (winter)

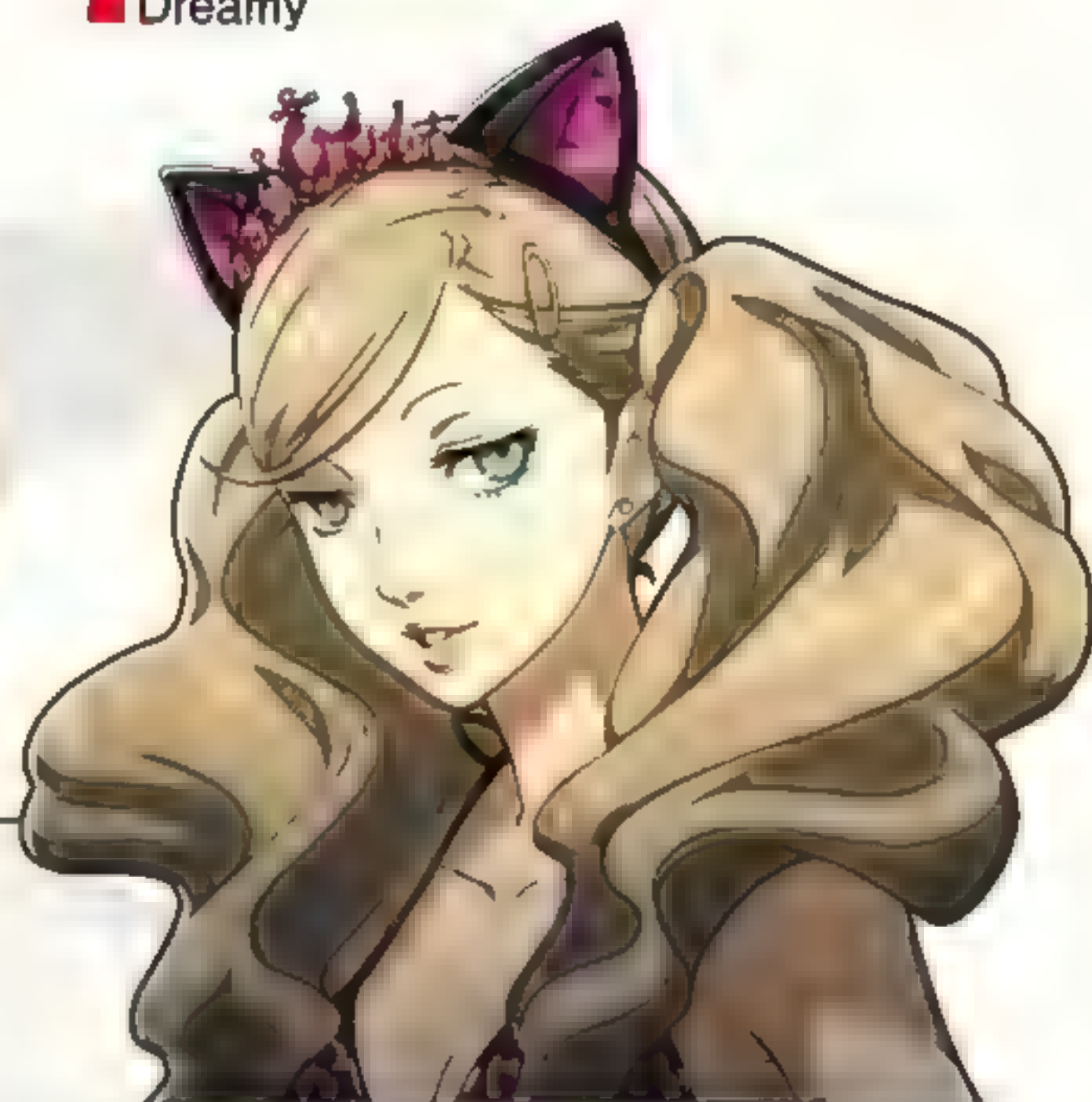


Casual Clothes (summer)



Casual Clothes (winter)

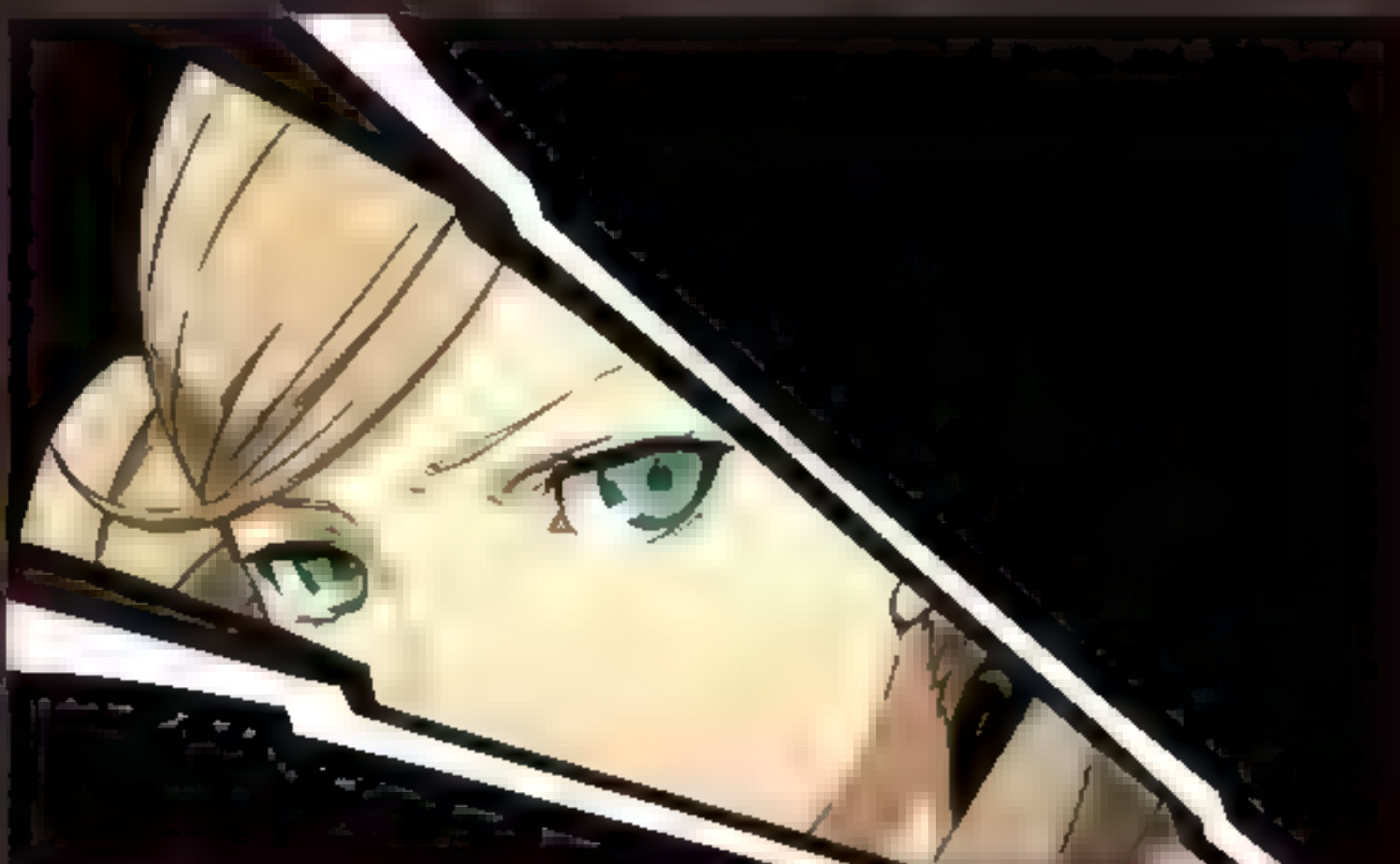
■ Dreamy



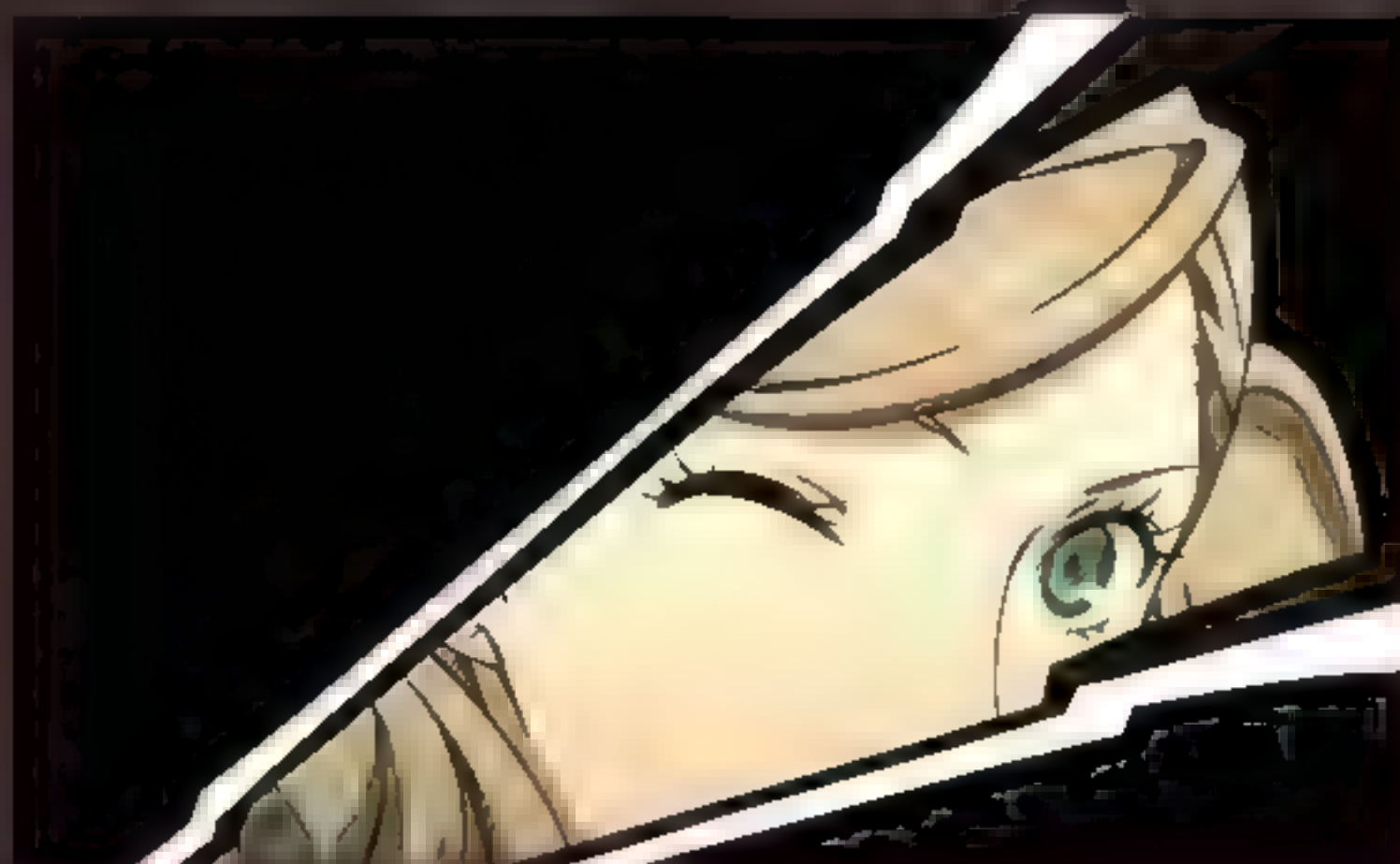
Shadow



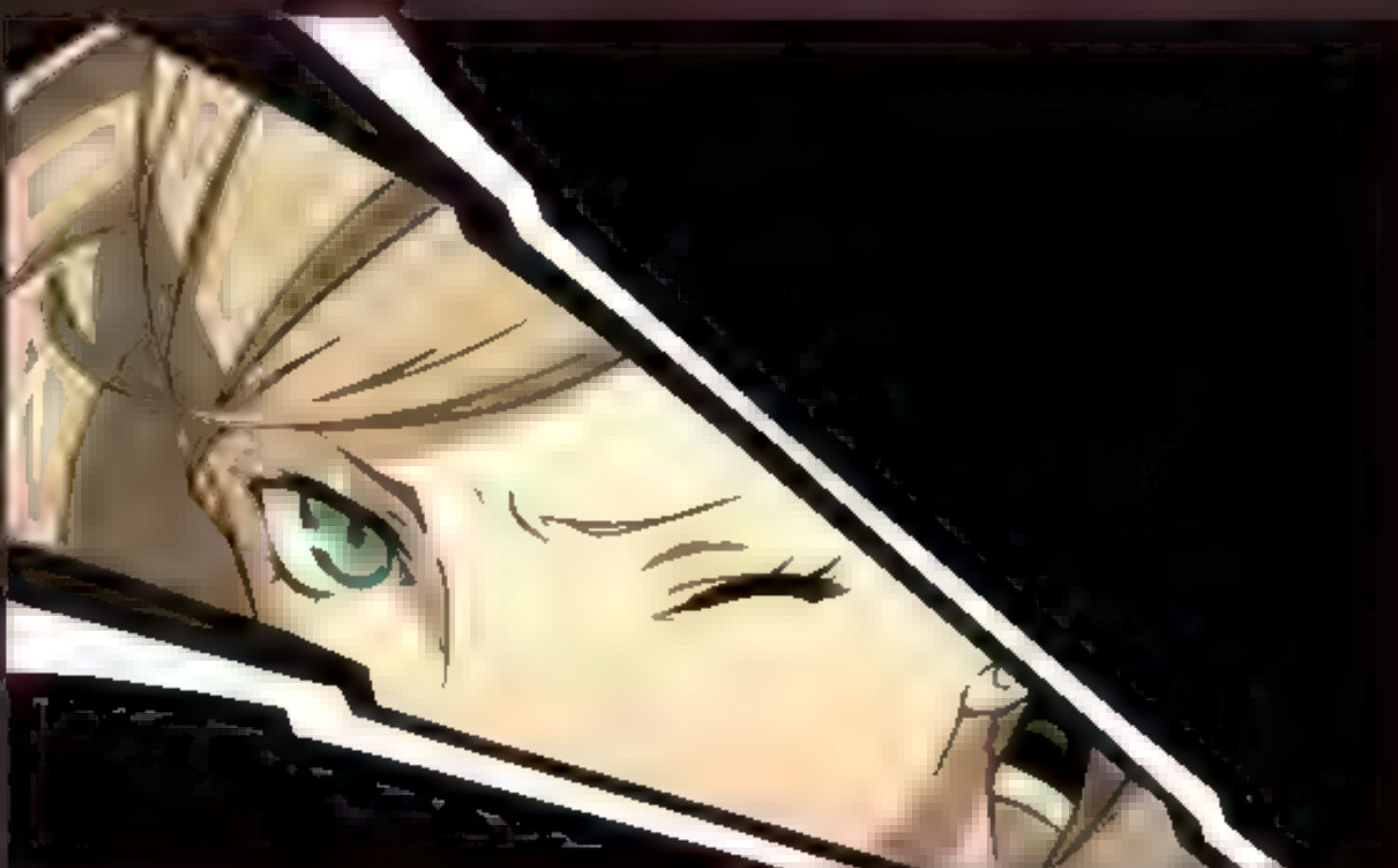
## Cut-in



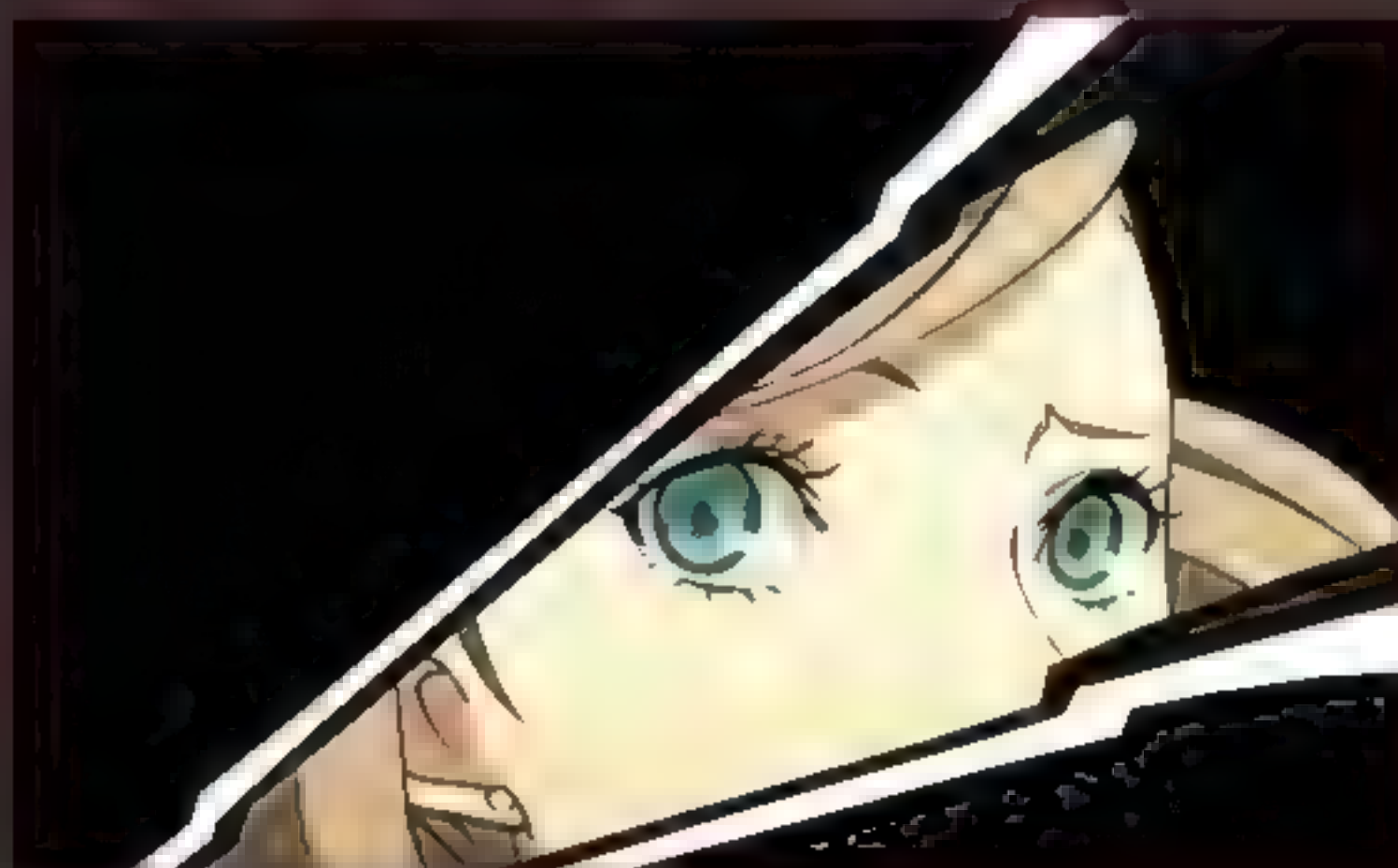
Serious



Scheming



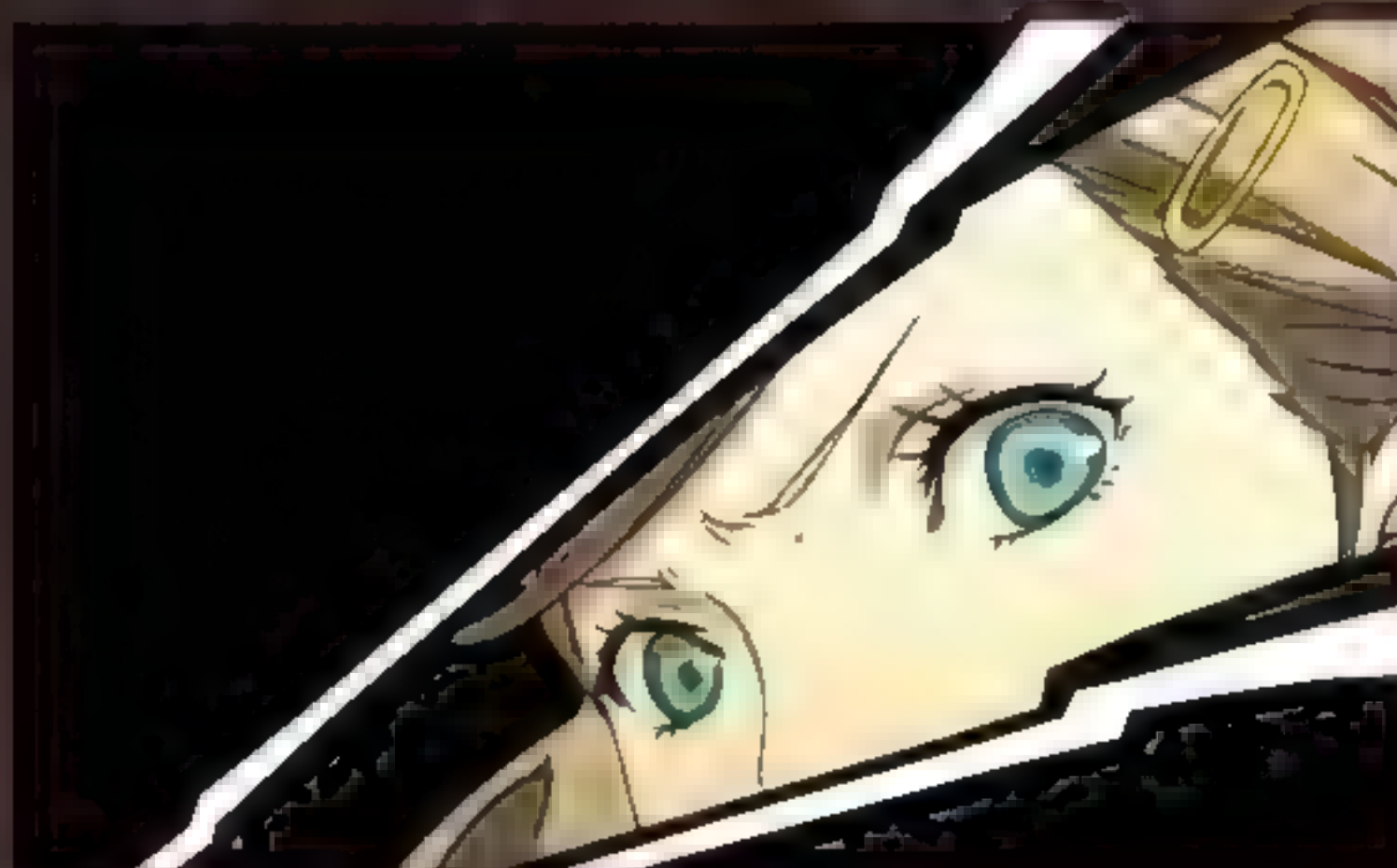
Pained



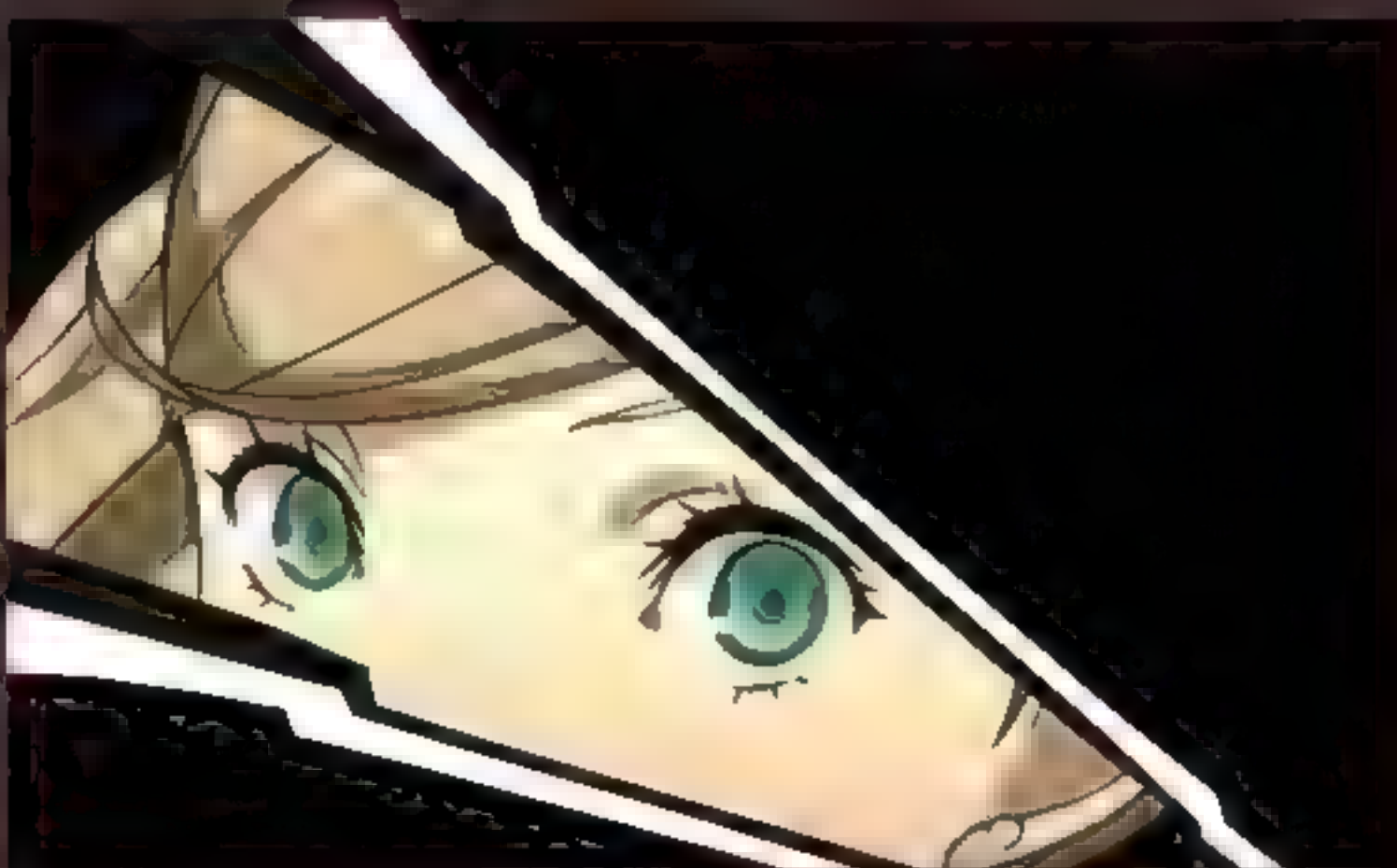
Suspicious



Joyful



Mad



Surprised



Sorrowful



# Initial Image

■ School Uniform



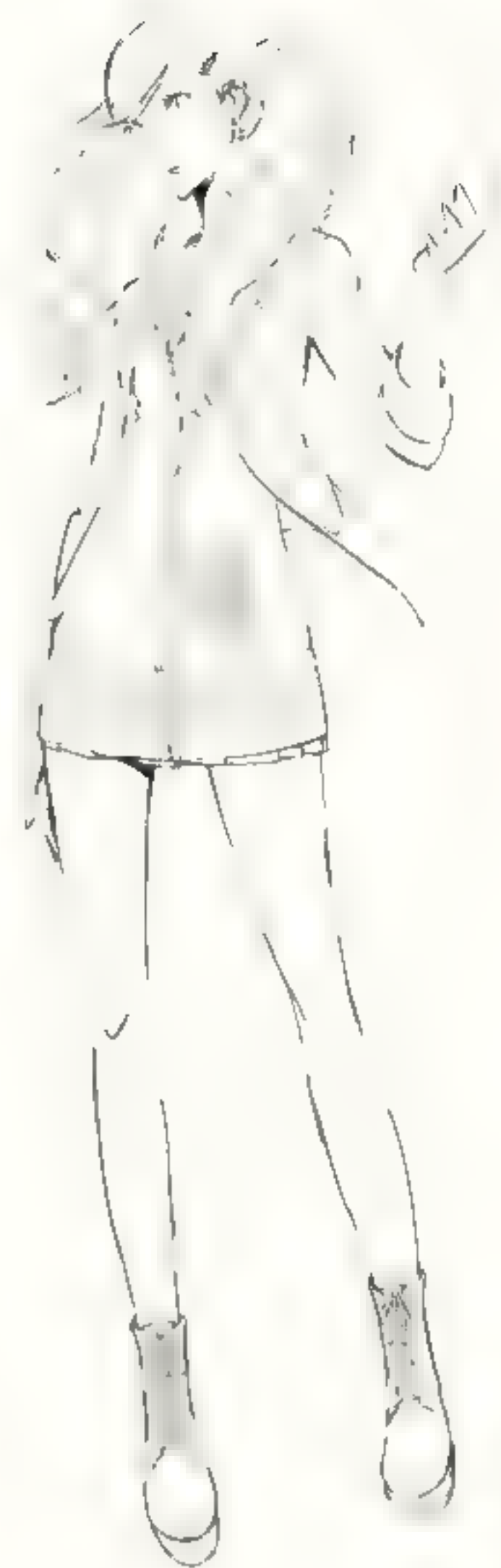
Persona 5  
高倉杏①

Persona 5  
Ann Takamaki 1













## Creator's Comment

The truth is that I wanted to include a scene in the game where Ann had her hair down. The scenario writer, [Yuichiro] Tanaka, insisted, "A character with her hair up needs a scene where her hair's down!" I made this sketch because Tanaka asked me to, but once he saw it, he told me, "This wasn't it." I wonder what he had in mind.



■ Phantom Thief Outfit



Her bodysuit is made of leather. Gloves and boots are enamel.

全身レザースーツ、  
手袋とブーツが  
エナメル素材で

アン怪盗服

Ann's Phantom Thief Outfit





## ■ Carmen

Shiny black hair

ツヤあつ  
黒髪Leopard print  
looks like furヒョウ柄部分は  
毛皮の印象が  
ある

R16+

カレン

Persona  
Carmen

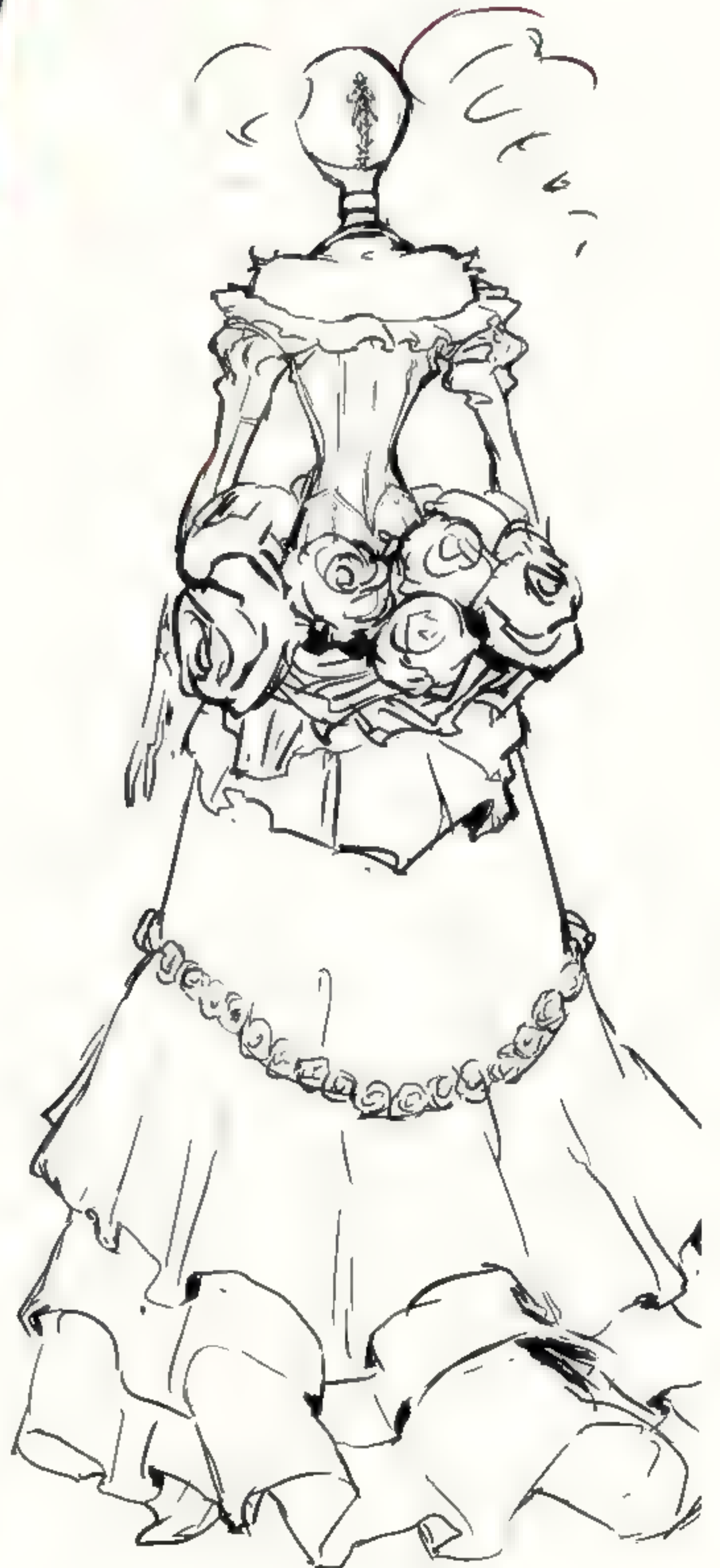
Want to show a difference between  
bodysuit and dress materials  
Dress fabric  
Bodysuit shiny material, like leather

◎ ボディスーツやドレスで  
素材感の違いを出して下さう。  
ドレス ... 布  
スーツ ... レザーなどのツヤの  
ある感じ。



Beneath the skirt

スカート下







ヘカテ

Hecate





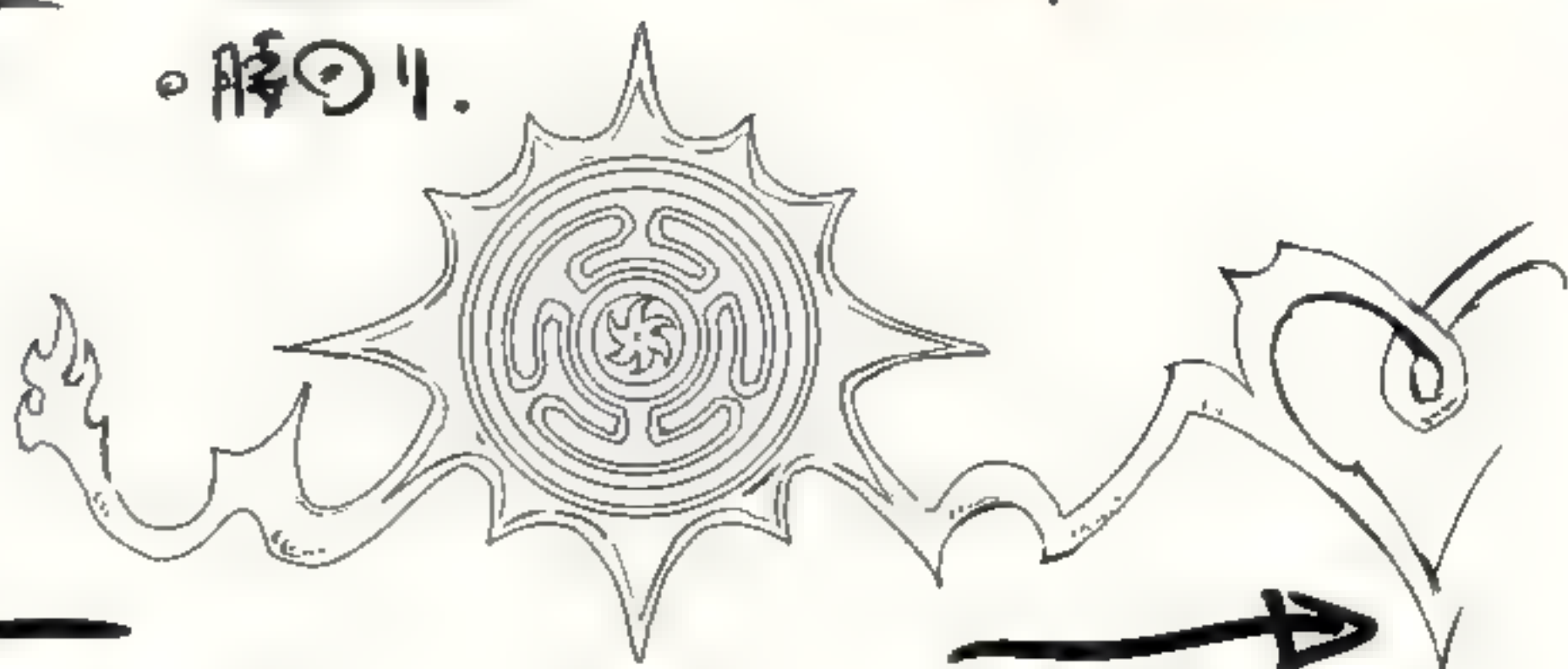
Around her waist

。腰回り。



腰正面

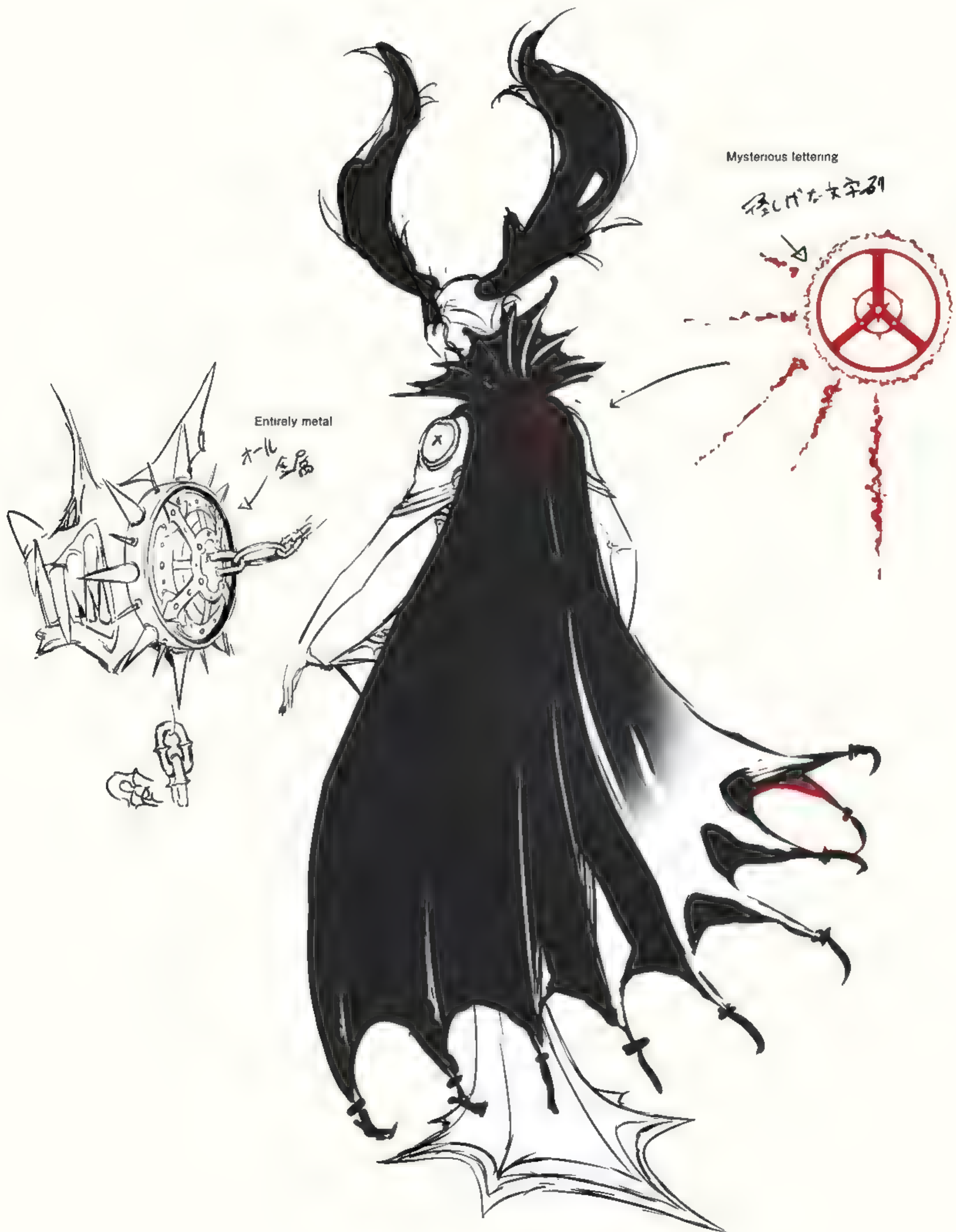
To front of waist



腰背面

To back of waist







## Initial Image

■ Ann Takamaki

高巻 杏  
名

Ann Takamaki  
The 1st Concept  
Art













■ Persona





# MAKAI CHUUA

Yusuke Kitagawa



persona  
**Goemon**

**Yusuke Kitagawa** VA: Matt Mercer (EN)  
Tomokazu Sugita (JP)

An art scholarship student attending the adjacent Kosei High School. Although he's a handsome young man with genius-level artistic talent, his mixture of levelheaded logic and eccentric artistic spirit occasionally causes him to act in bizarre ways. Betrayed by his teacher and father figure, Yusuke's pain led him to join the Phantom Thieves. His initial persona is Goemon.



# Main Illustration



Creator's Comment

Setting aside his personality, Yusuke is designed to look orderly on the outside. I had originally planned him to have long hair, but I eventually settled on the current design. He was always going to be an artist, but at the beginning, he was wearing a bolo tie and looked more like an art teacher! If you draw Yusuke the regular way, he looks too handsome, so I try to add something to demonstrate his perverted nature. The pose he's got here already looks a little perverted. I have a lot of opportunities to draw the protagonist, so sometimes I draw him standing in a pose. I always take care to make the protagonist look cool, while Yusuke looks a little creepy.



Profile	
Gender	Male
Height	181 cm
Weight	63 kg
Grade	Second year
Zodiac sign	Aquarius
Blood type	O
Codename	Fox
Archetype	The Emperor
Initial Persona	Goemon
Family	Completely alone (both parents are deceased)
Talents	Drawing, cooking on a budget (a result of pursuing maximum cost performance)
Habits	Makes finger-frames
Hobbies	Taking walks (also saves money), people-watching
Favorite food	He believes there's an art in cooking. He has refined tastes and possesses a lot of knowledge about ingredients, cooking methods, and dish presentation, but his ideals don't match up with reality (mostly for financial reasons)

I want to emphasize the fact this isn't because I have anything against Yusuke! His character is just a little flat if I draw him as a regular pretty boy.

Well-known models have bone structures that are suited for modeling; they might have unique bone structures that would surprise you if they appeared in front of you. I wanted to incorporate that kind of clear-cut, model-like bone structure into Yusuke's design by giving him a defined T-zone and a long, straight nose.

The keys on Yusuke's belt are for a locker filled with paraphernalia that are too important to show to anyone. I felt that an artist or creator would hide the objects that were truly dear to him.

The patch on the breast of his shirt is a black lily insignia. Black lilies symbolize a curse or the act of revenge. It's a sort of meta-clue about Yusuke's role in the story.

Yusuke's pants and shoes are part of his uniform, but his shirt isn't. At first, I hadn't decided whether I was going to design Yusuke's school uniform. At that point in planning, we were thinking of having Yusuke attend a high school that appeared in one of the previous "Persona" games, hence the design of his shoes. Maybe you've seen them somewhere?











## Phantom Thief Outfit



### Creator's Comment

When I was considering a basic direction for the thief outfits, I decided early on that everyone should be wearing masks, since they're essentially robbers. Since Yusuke was going to be a nihonga (Japanese traditional art) painter, I chose a Japanese-style fox as his mask, and that decision remained consistent. The tail is there to go along with the fox mask, and I had his sleeves open up so that their silhouette resembled traditional Japanese clothing.



## Goemon



### Creator's Comment

Goemon's design is the result of infusing the kabuki Ishikawa Goemon with Yusuke's psychedelic style as an artist. I had no trouble coming up with the concept behind the design, but I had a hard time picking the right colours and patterns. I had a lot of discussions with my co-workers about what to do, and I ended up with this complex and detailed design. The letters "IXICAVA" on his sleeve are based on historical facts, and the cloth on his chest is an artistic design of the letter "G." These are both ideas my co-workers gave me. This is the only Japanese Persona in the party, and since he's a more familiar character to many people, we added a few obscure details.







## Cut-in



## Finishing Touch

## Confidant Screen





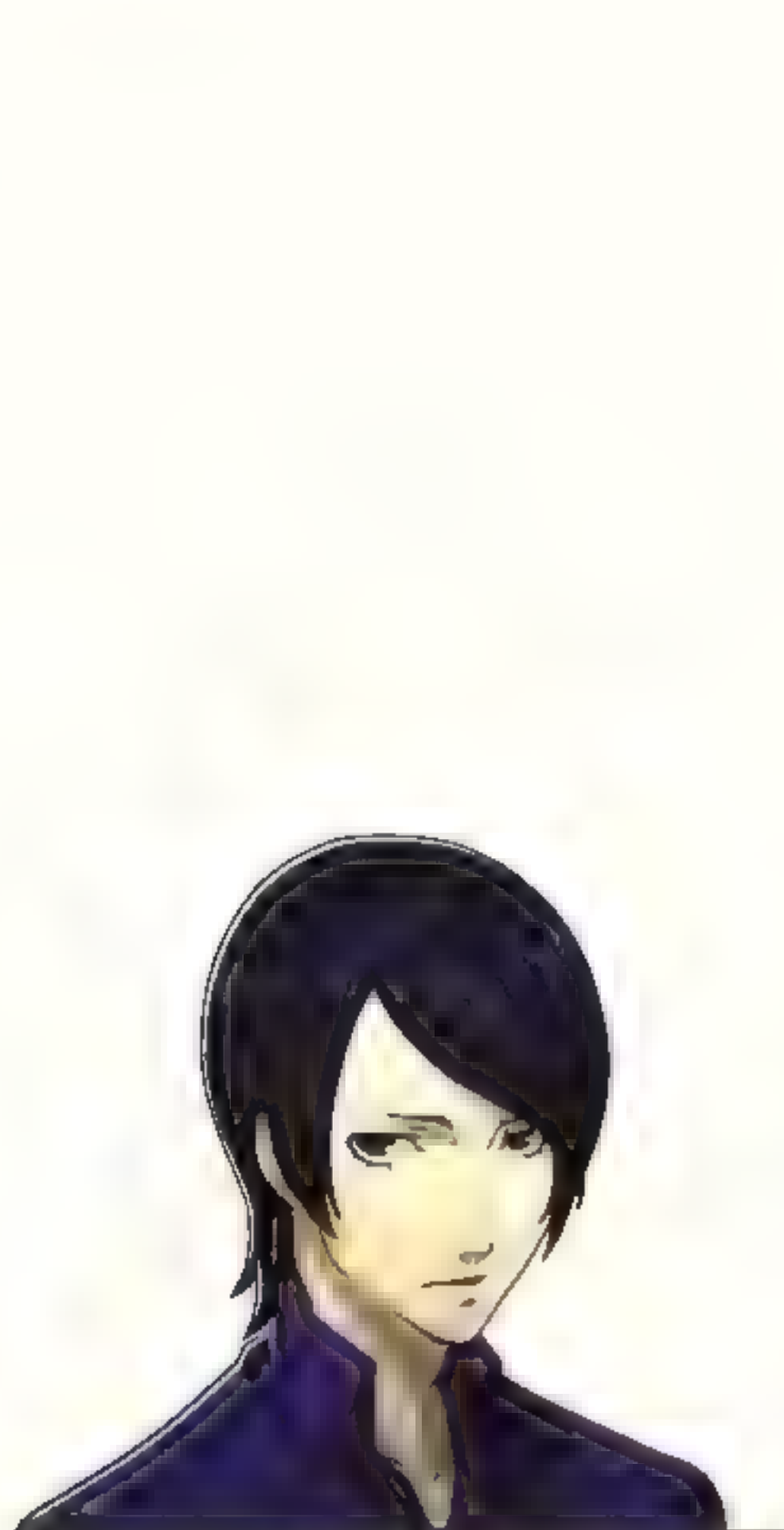
# All-out Attack





## Close-up

■ Normal



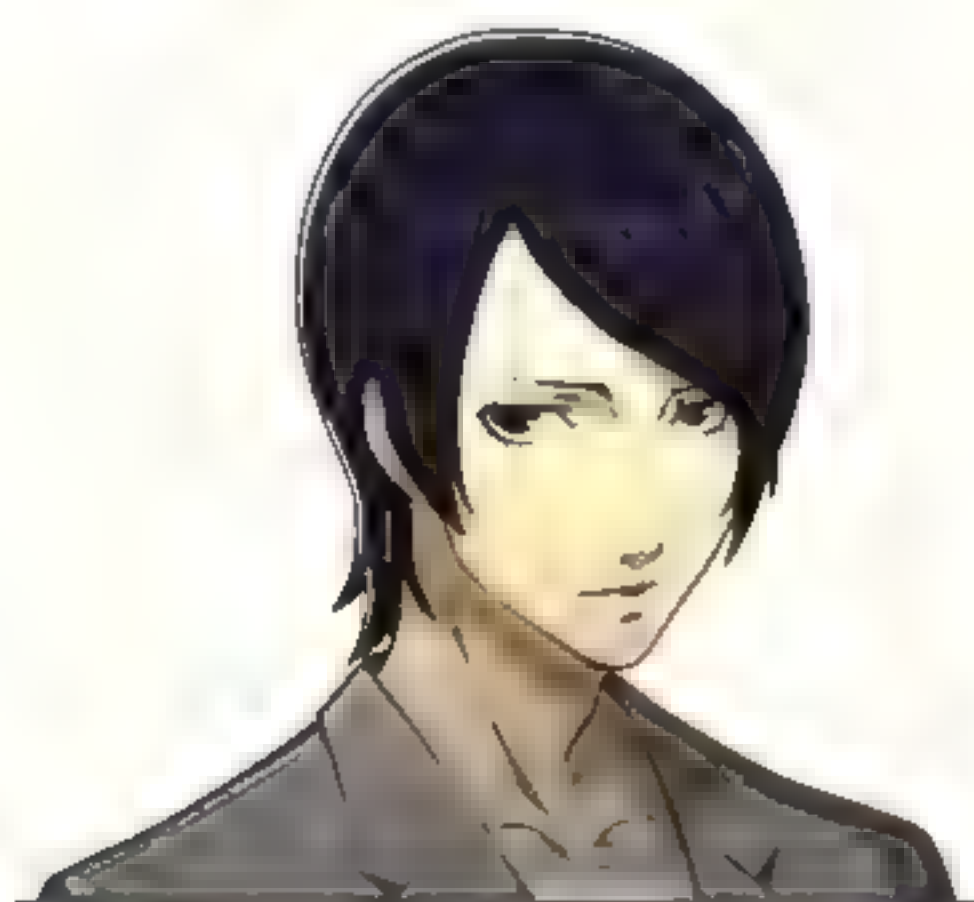
School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Swimsuit



Yukata



Bath Time



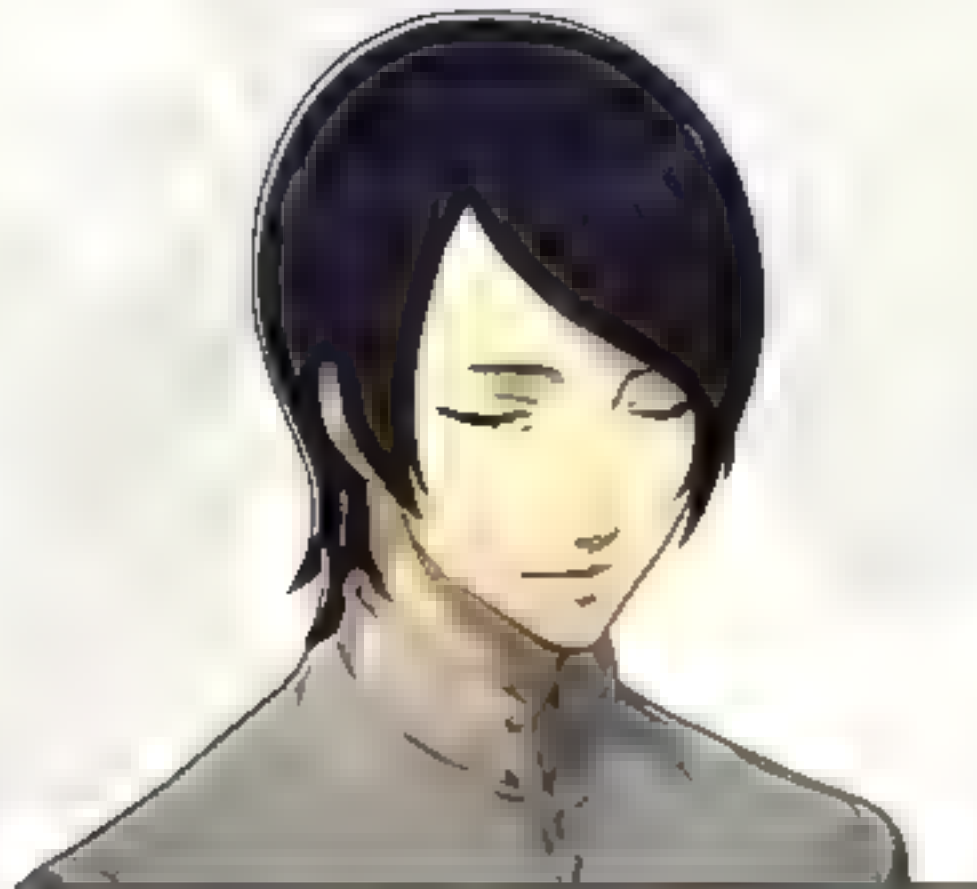
Phantom Thief Outfit



■ Smiling



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Swimsuit



Phantom Thief outfit



Casual Clothes (winter)



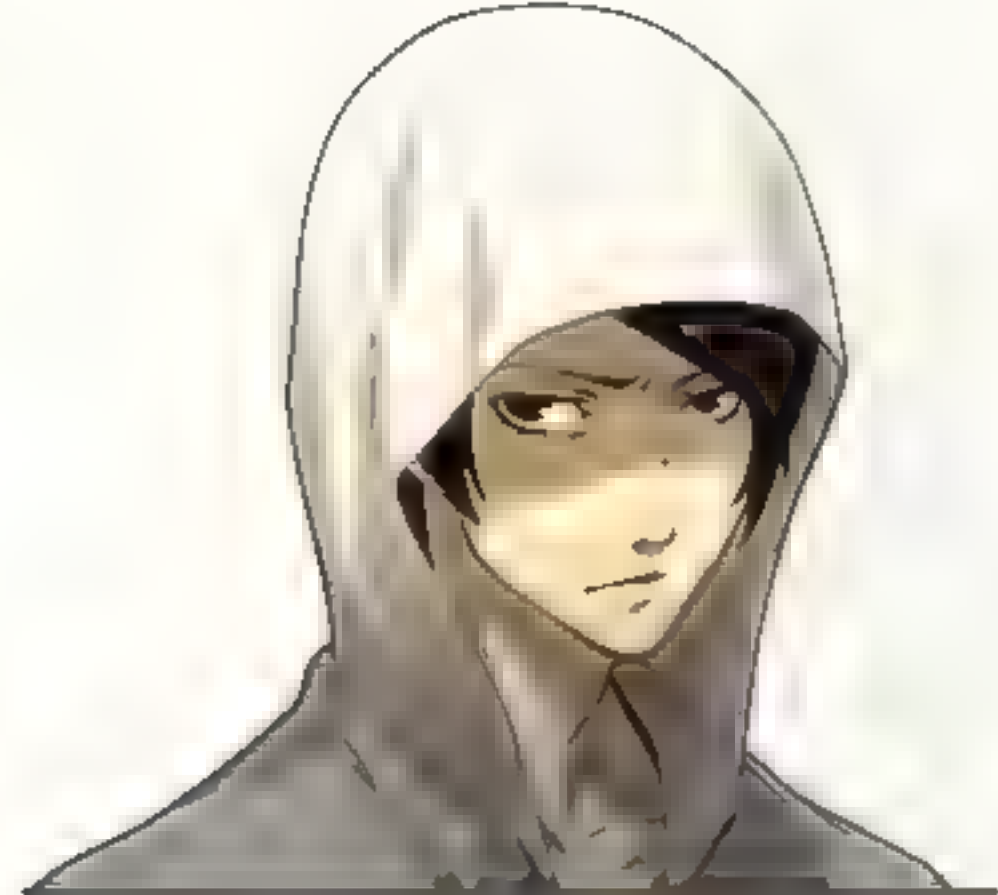
## ■ Angry



School Uniform (summer)



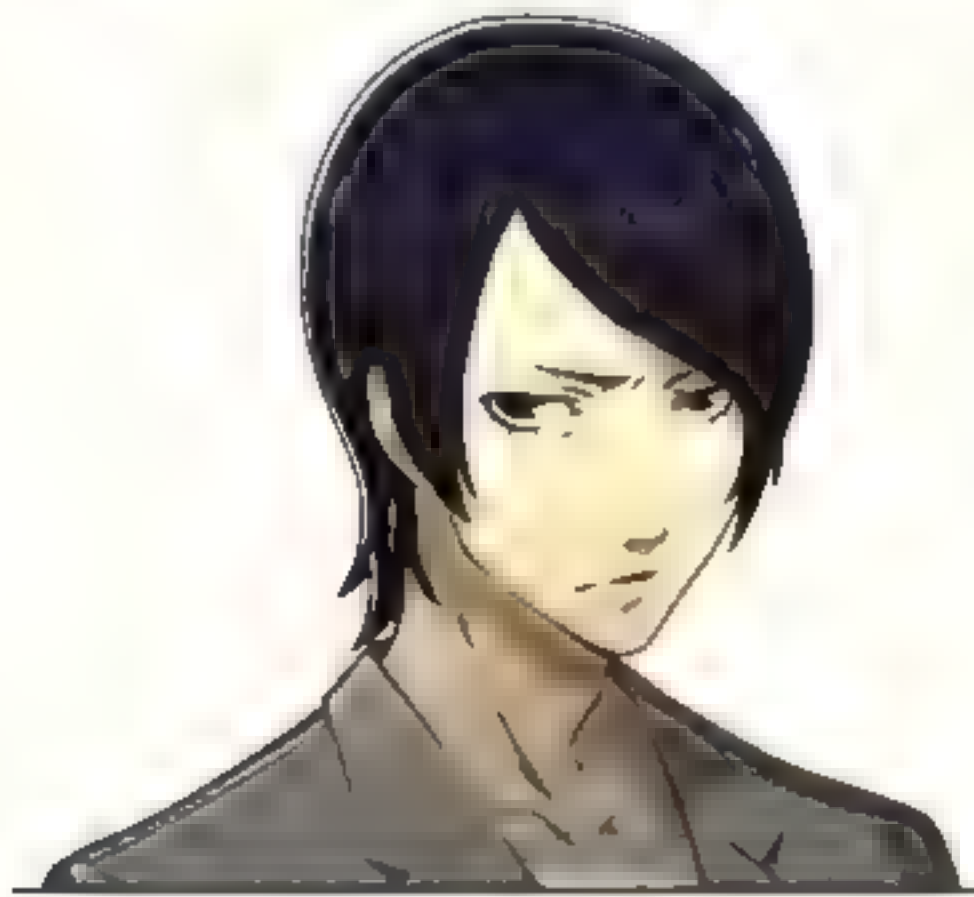
School Uniform (winter)



Swimsuit



Casual Clothes (summer)



Casual Clothes (winter)



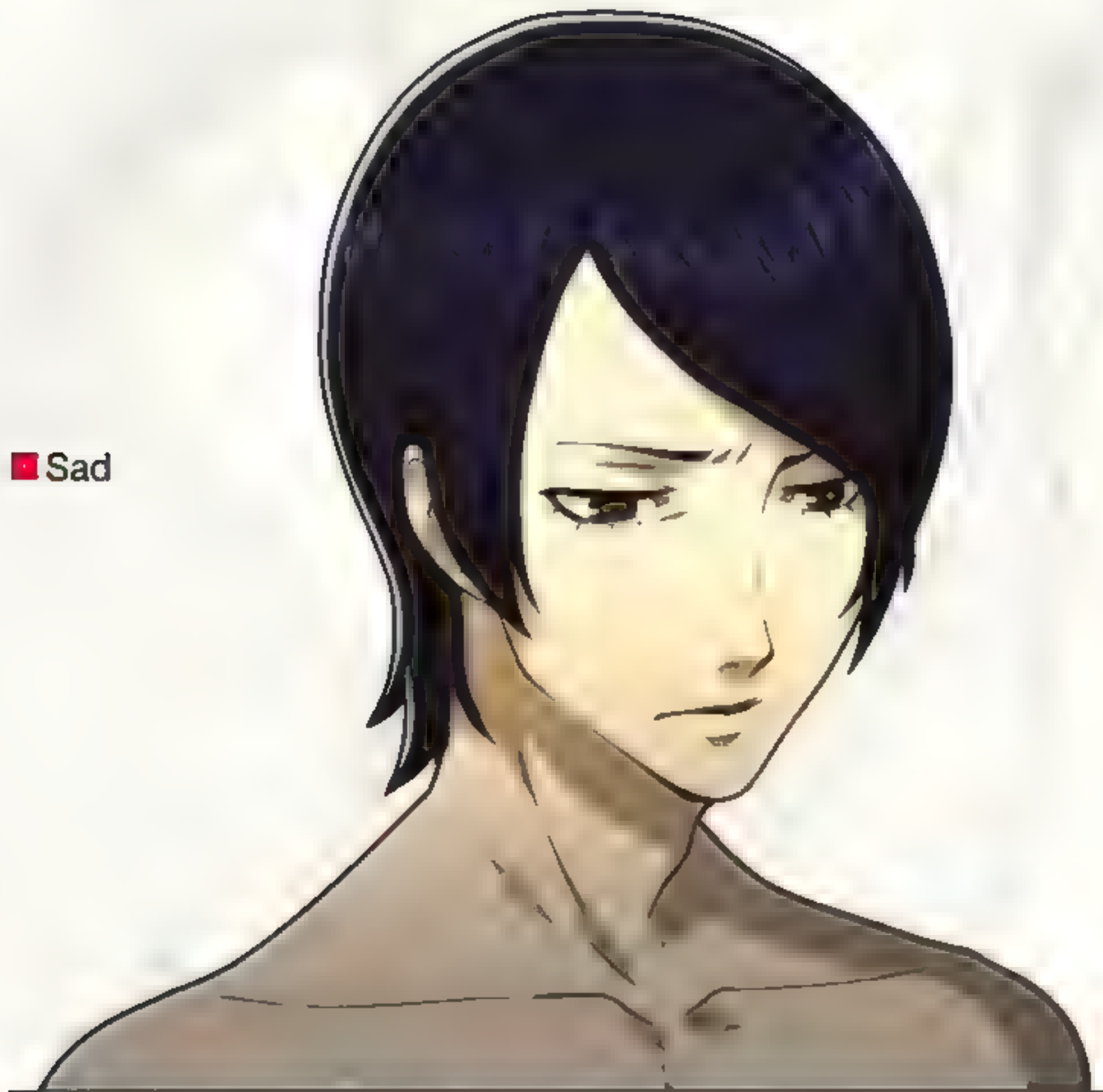
Phantom Thief Outfit



Yukata



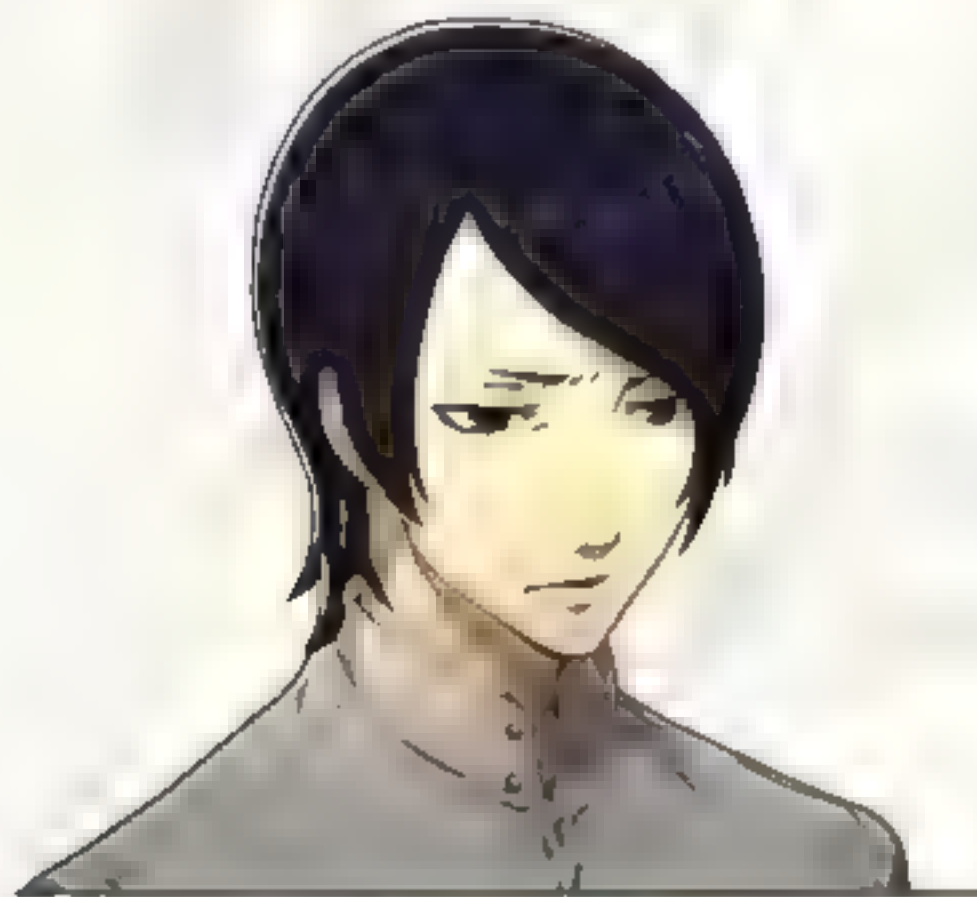
■ Sad



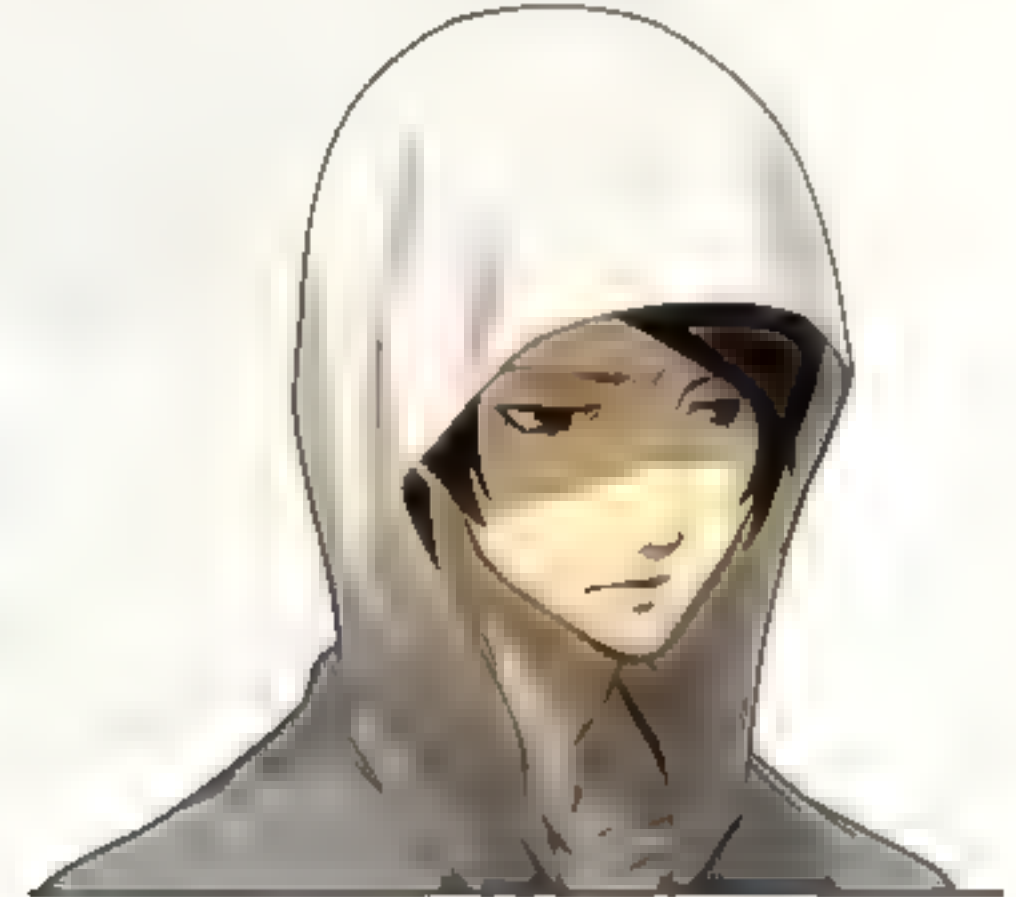
Bath Time



School Uniform (summer)



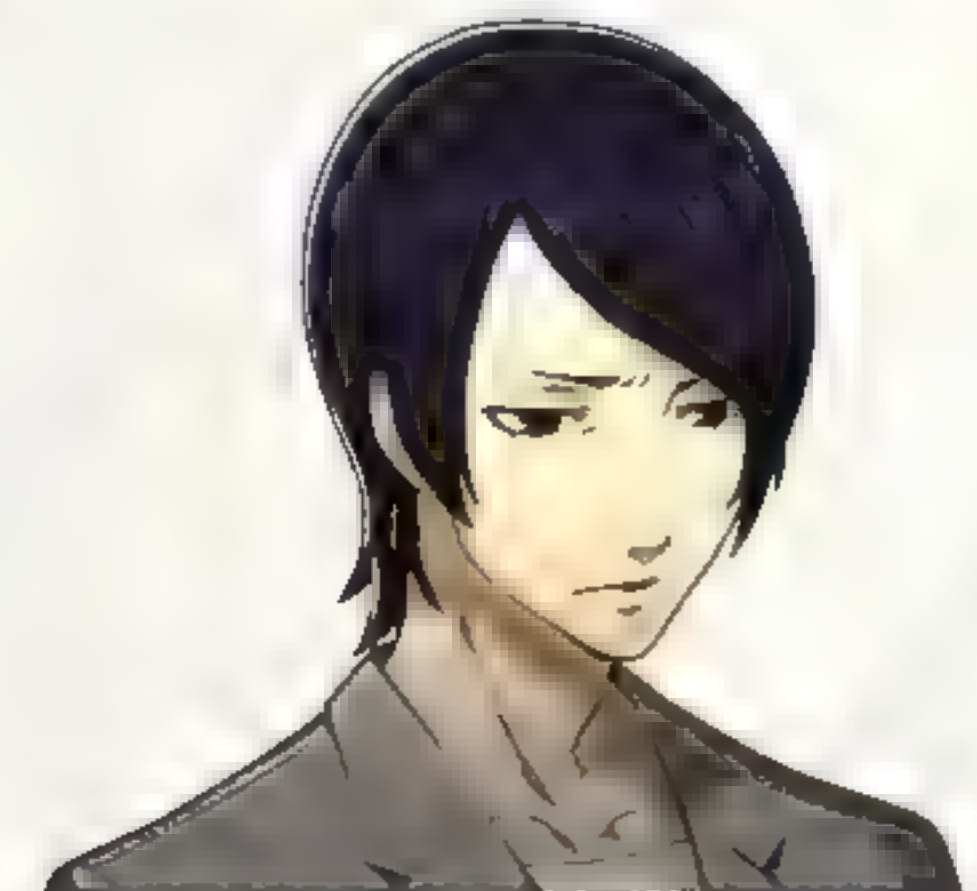
School Uniform (winter)



Swimsuit



Casual Clothes (summer)



Casual Clothes (winter)



Phantom Thief Outfit



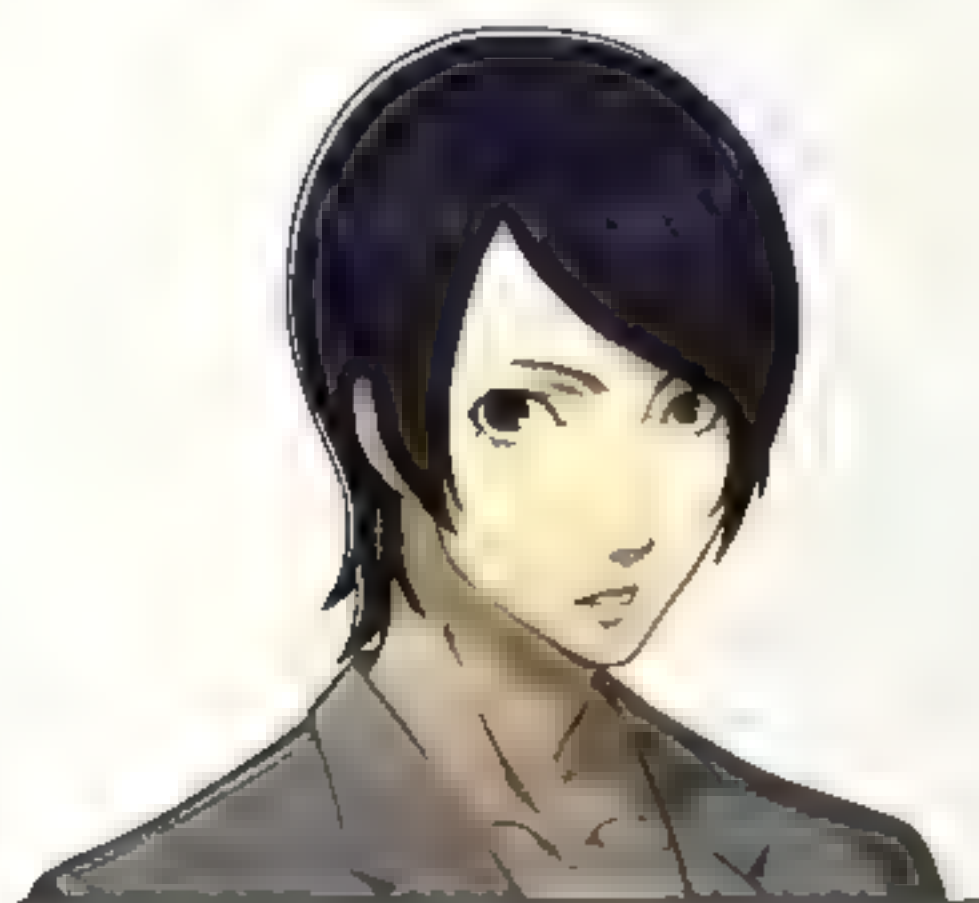
## ■ Surprised



School Uniform (summer)



Casual Clothes (summer)



Casual Clothes (winter)



School Uniform (winter)



Swimsuit



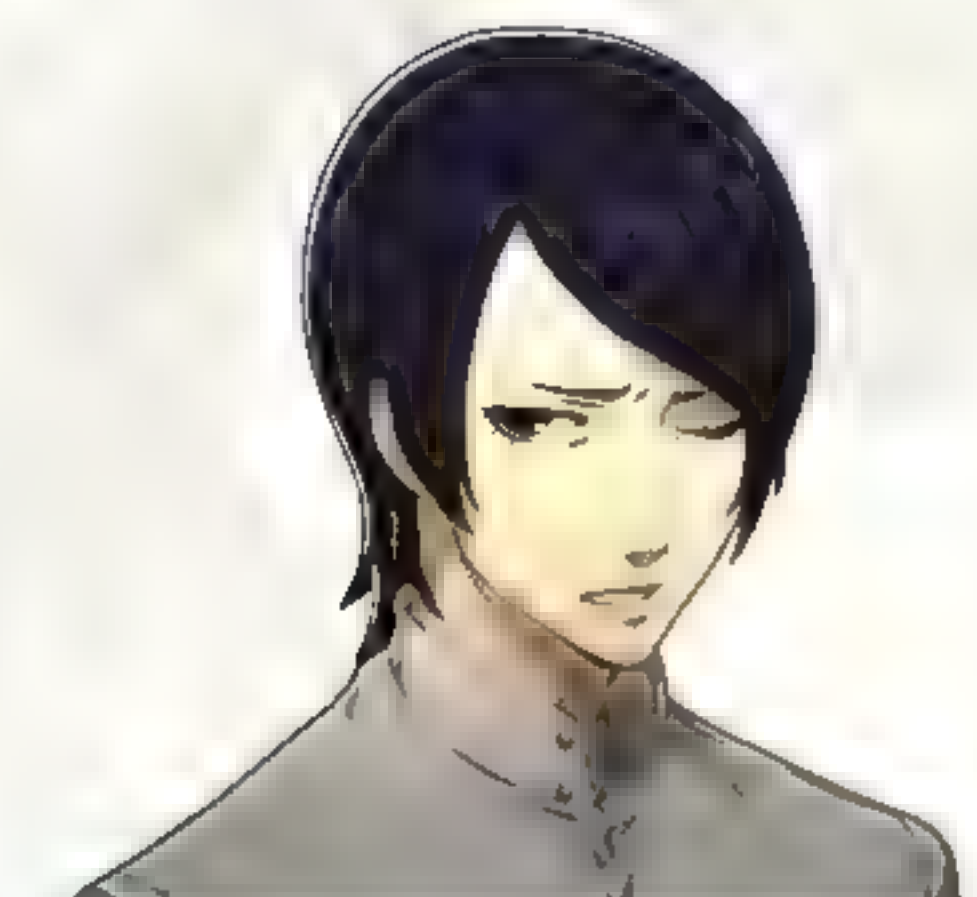
Phantom Thief Outfit



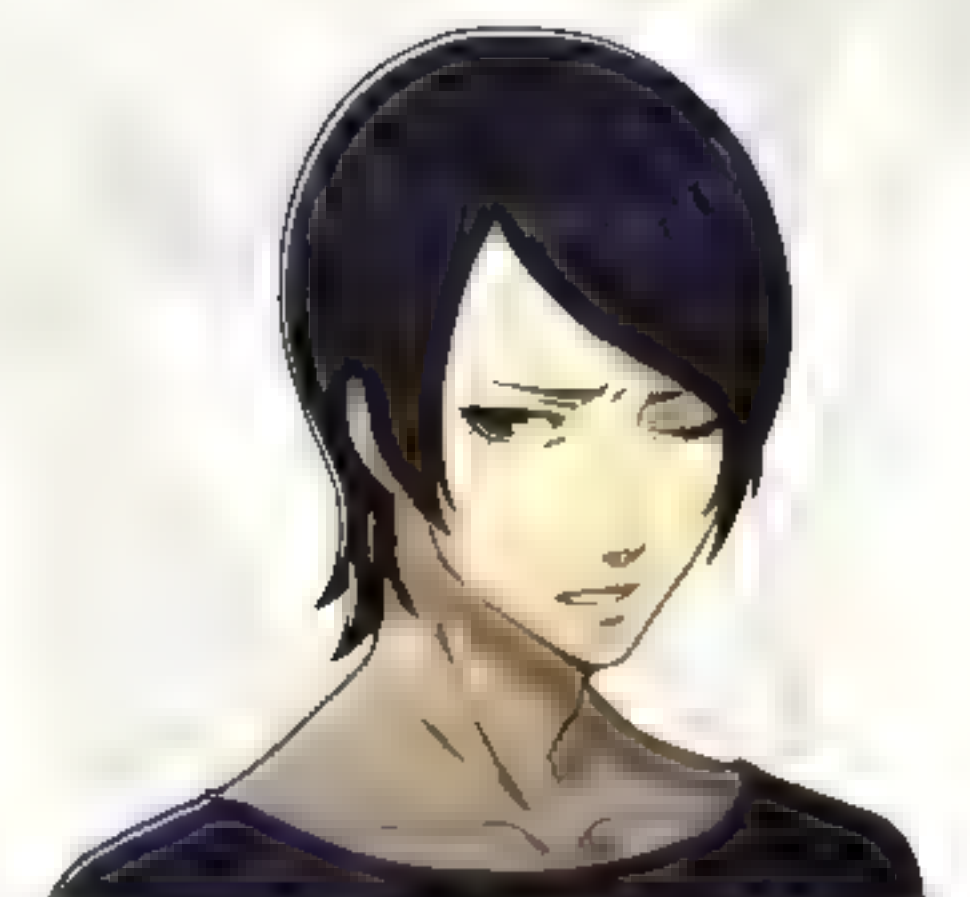
■ Pained



School Uniform (summer)



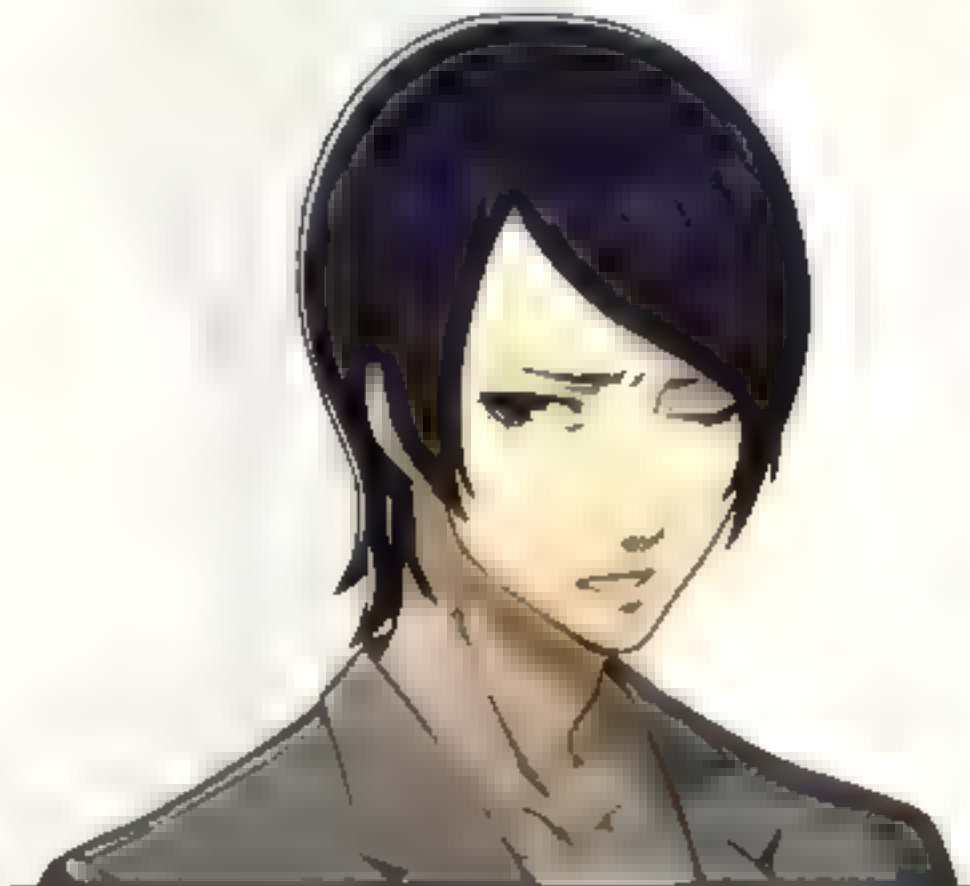
School Uniform (winter)



Casual Clothes (summer)



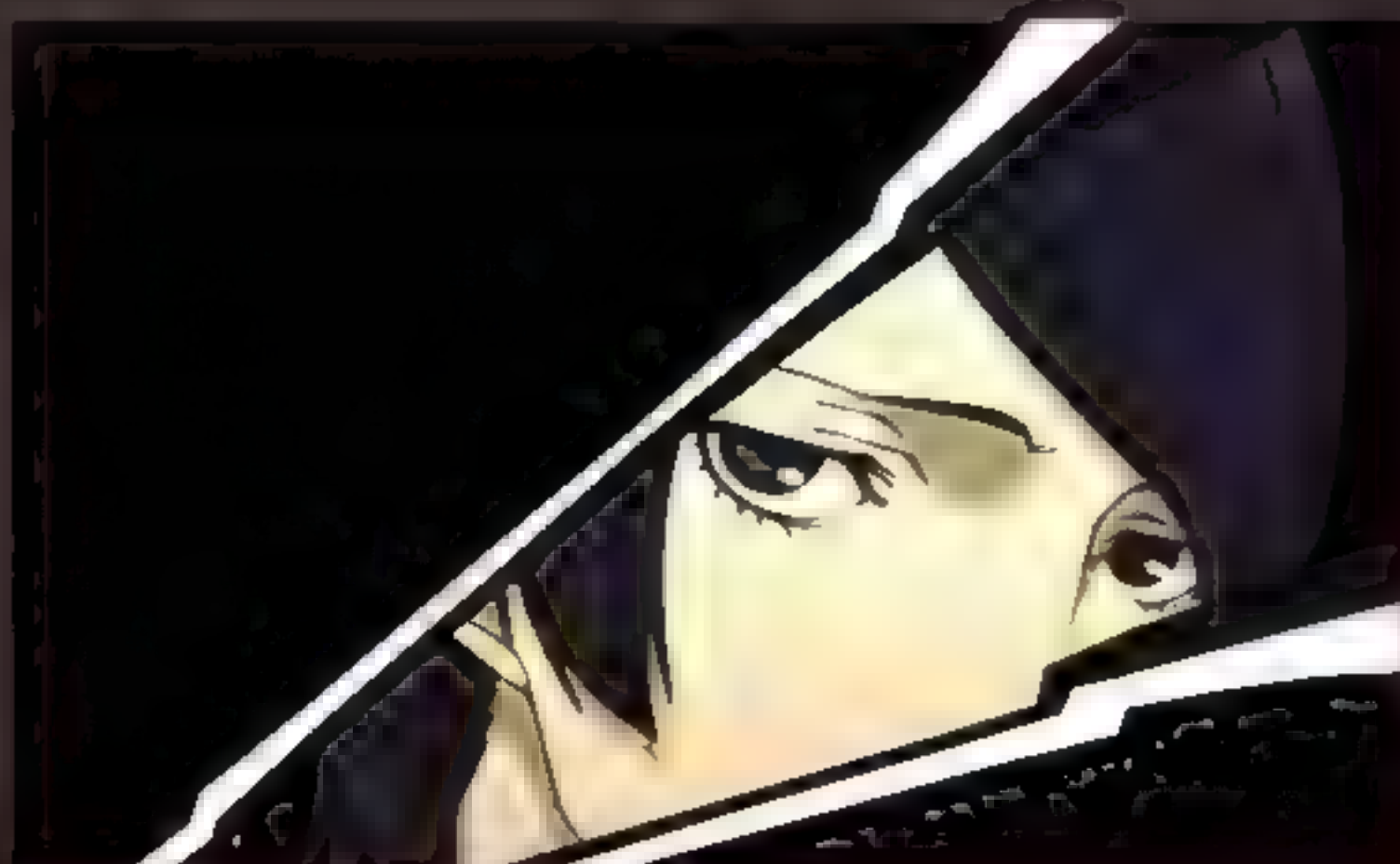
Phantom Thief Outfit



Casual Clothes (winter)



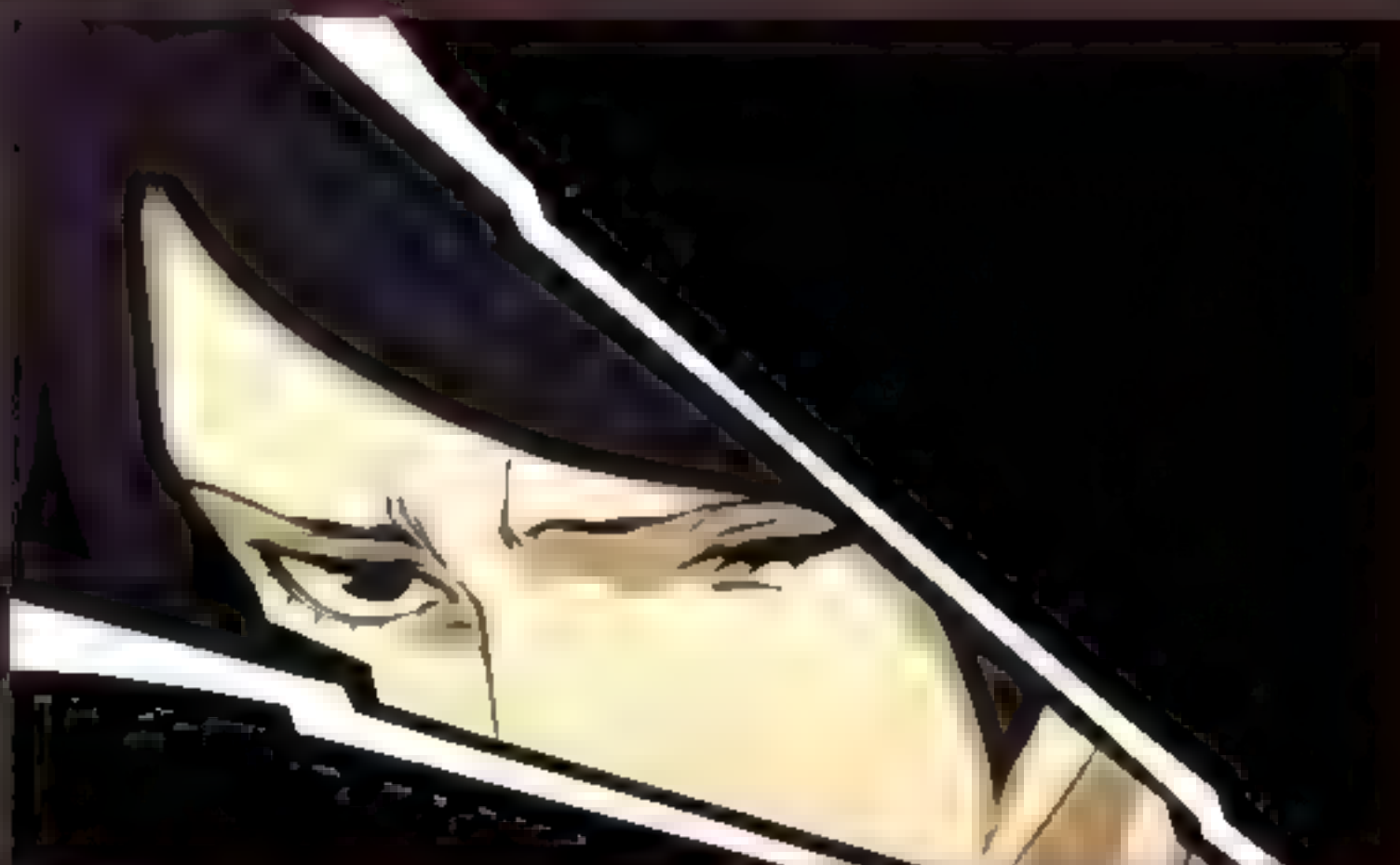
## Cut-in



Serious



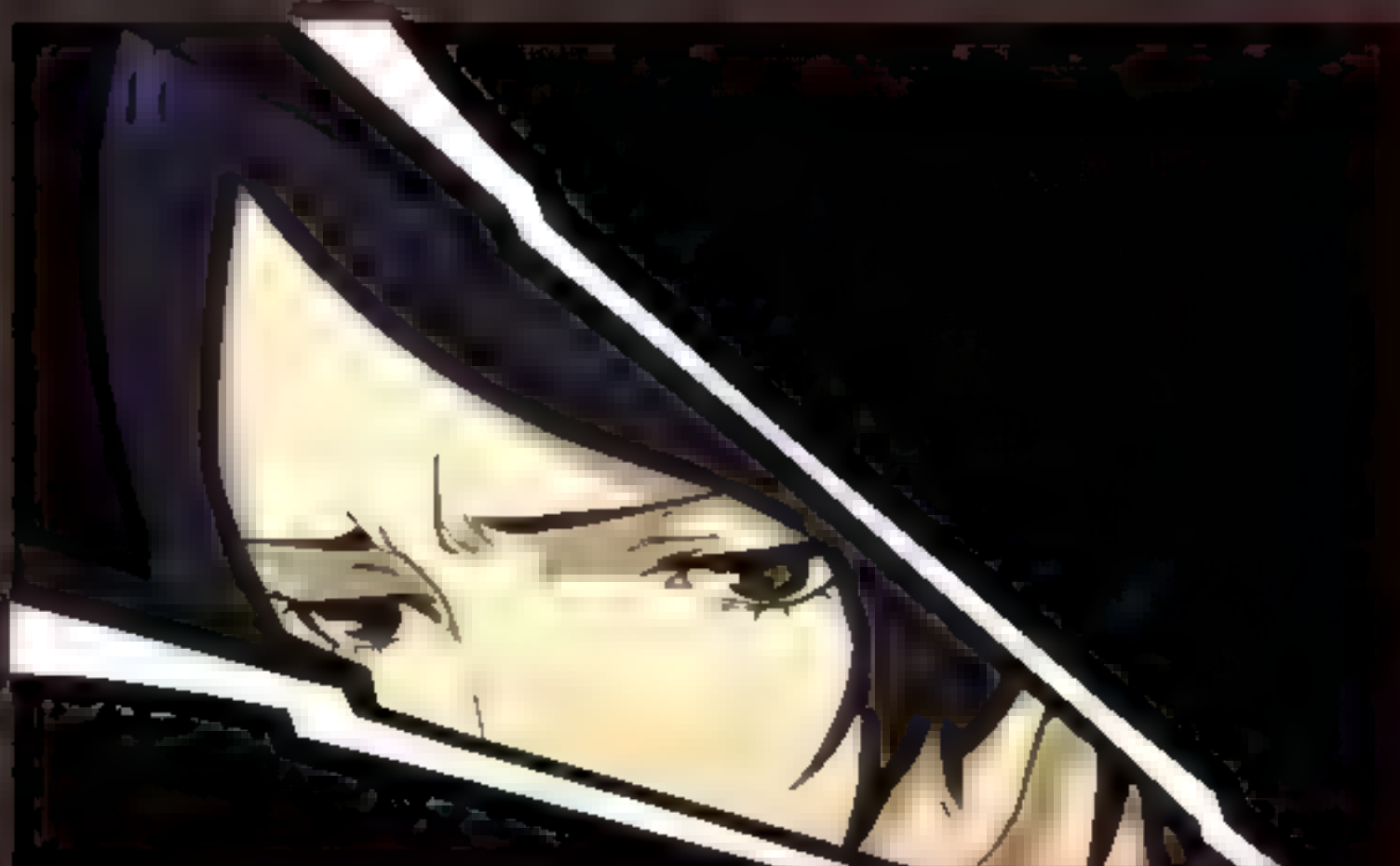
Scheming



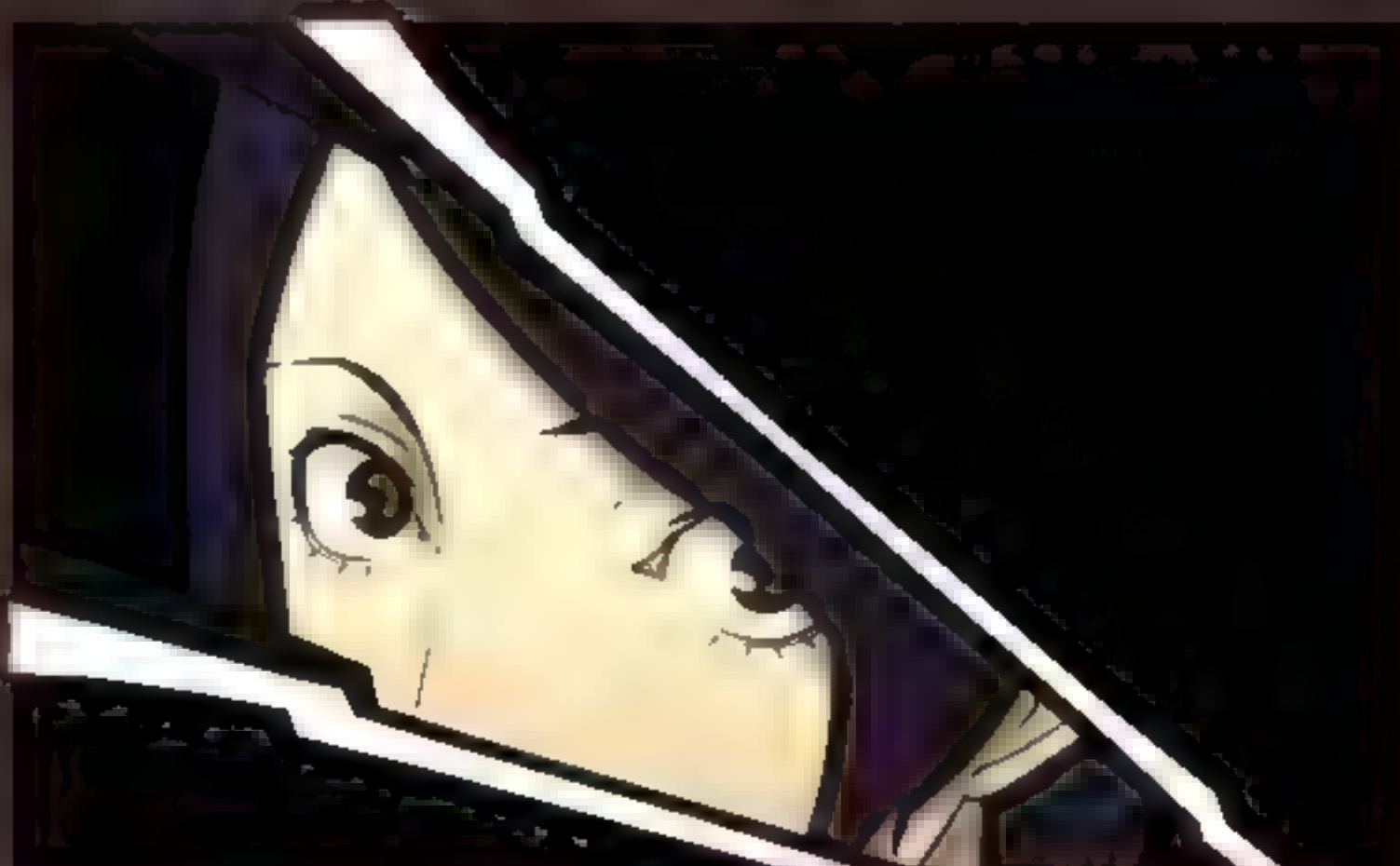
Pained



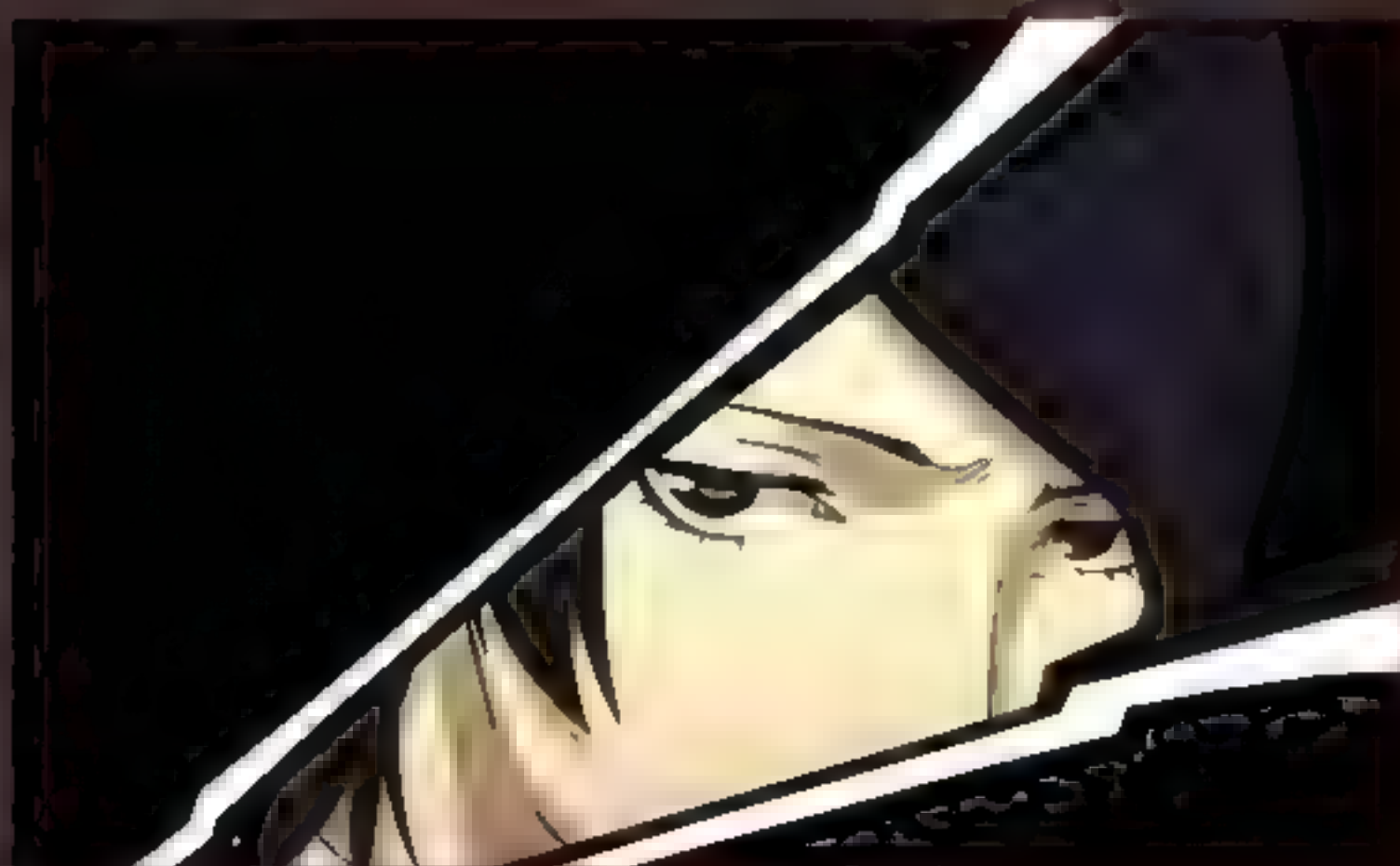
Joyful



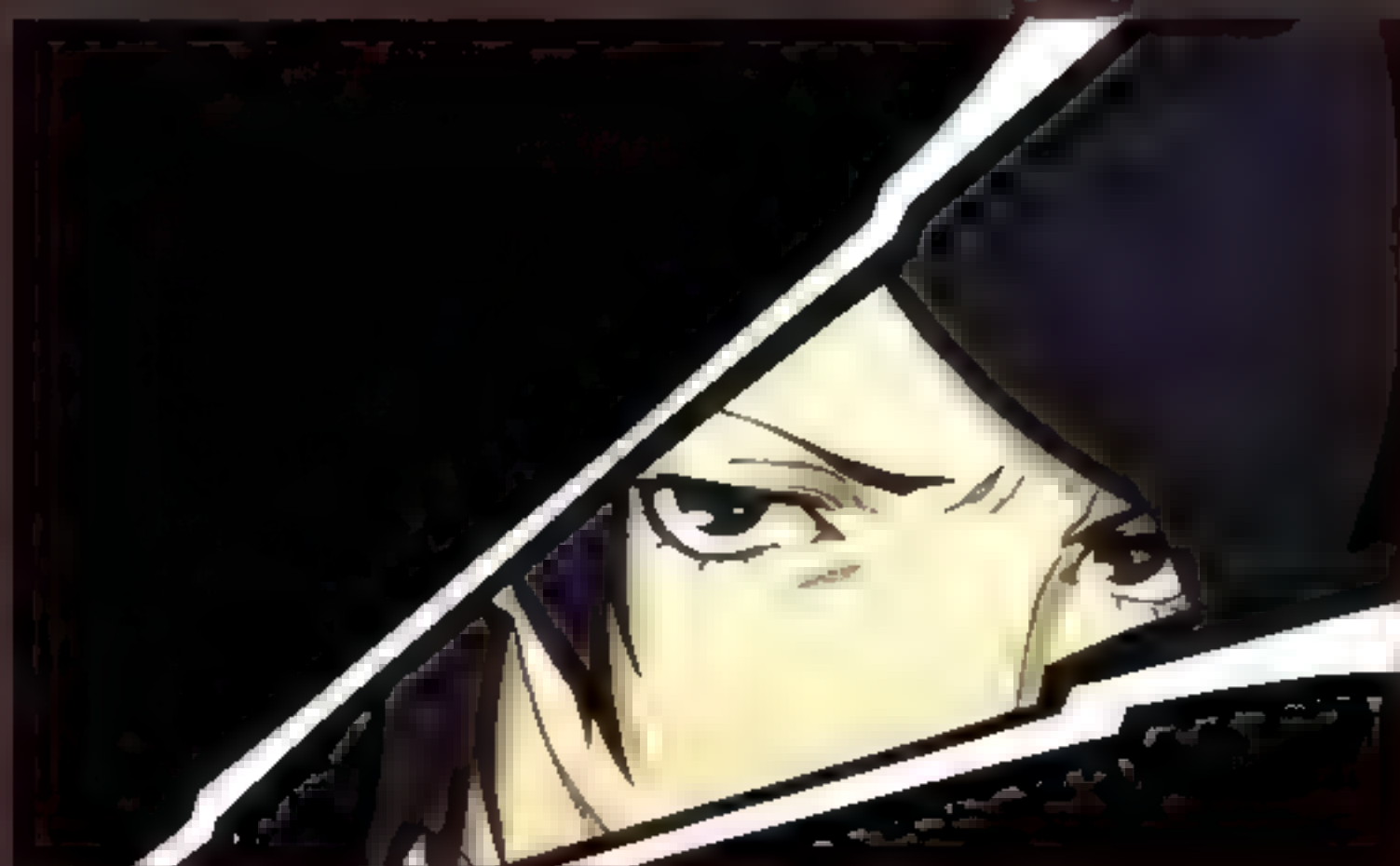
Sorrowful



Surprised



Suspicious



Mad



# Initial Image

■ School Uniform

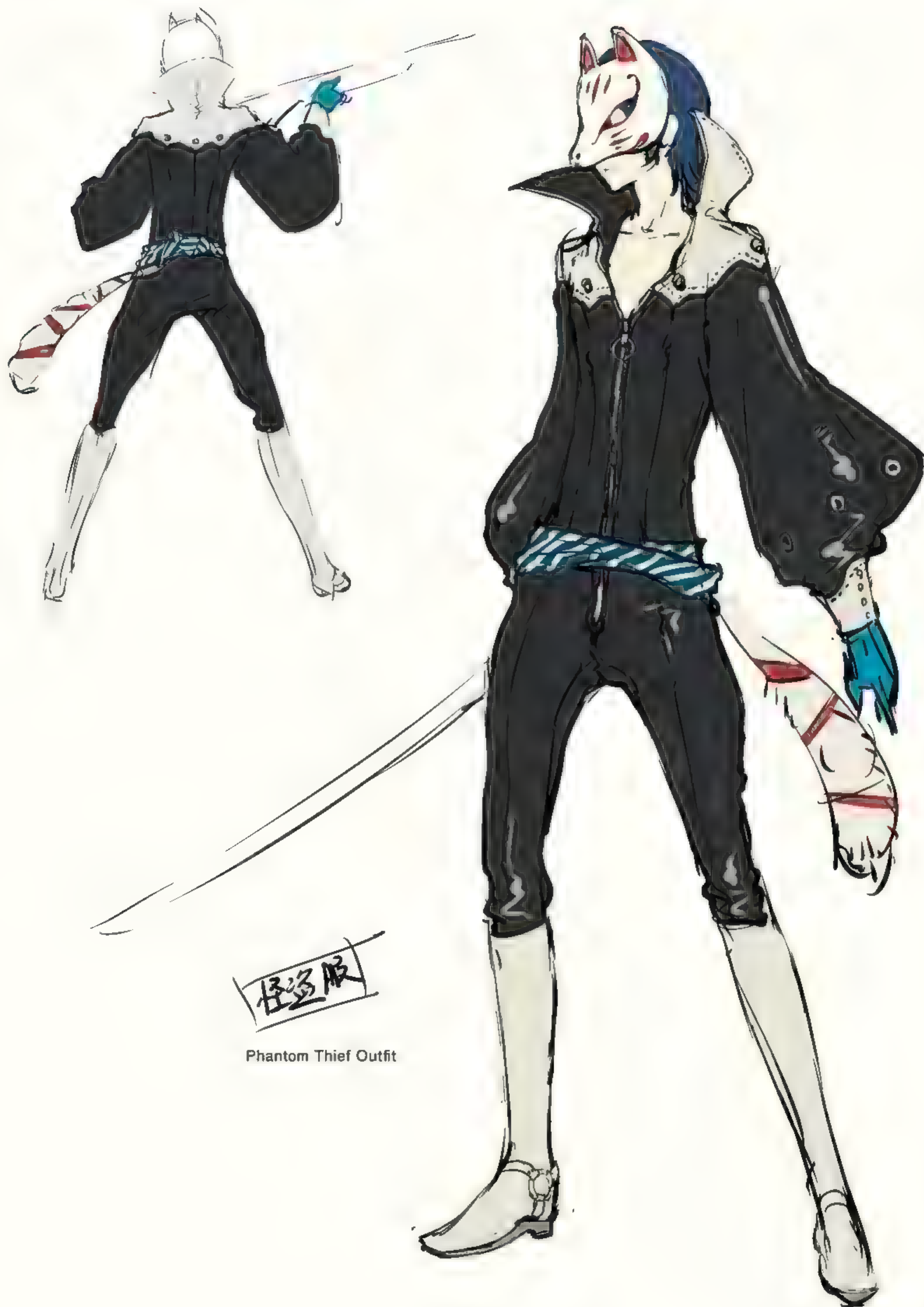








■ Phantom Thief Outfit



Phantom Thief Outfit



## ■ Goemon

GOEMON

A gold sakura pattern —  
(Japanese cherry blossoms)

桜の金糸

頭は  
硬い  
材料  
で  
作  
ら  
れ  
て  
い  
る

Head, including face,  
made of hard material



Dotera: a Japanese padded dressing gown.  
The pattern around his waist matches the  
one around his sleeve.

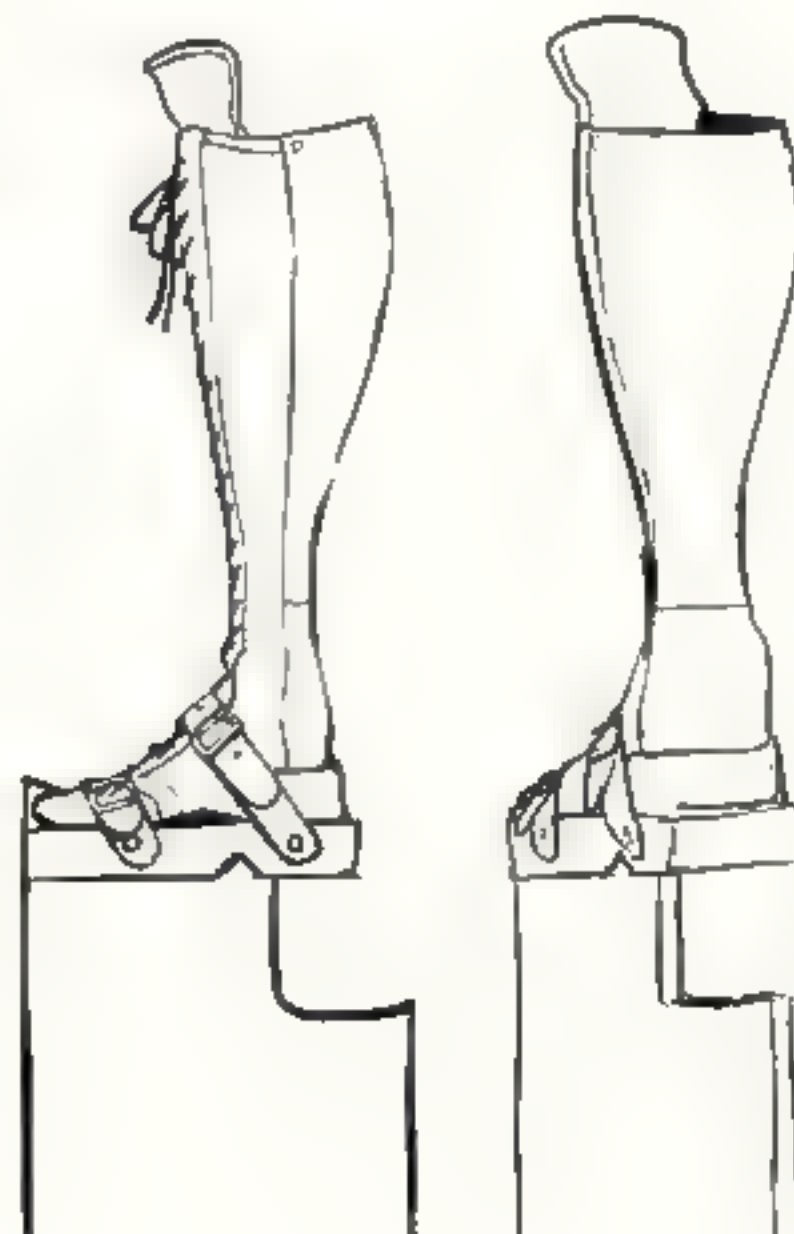
どてら、腰回り  
と袖の模様は  
同じニッポンの  
もの



5  
IXICAVA

Above lined up with no gaps.

↑ か スキマ無く並ぶイメージ。







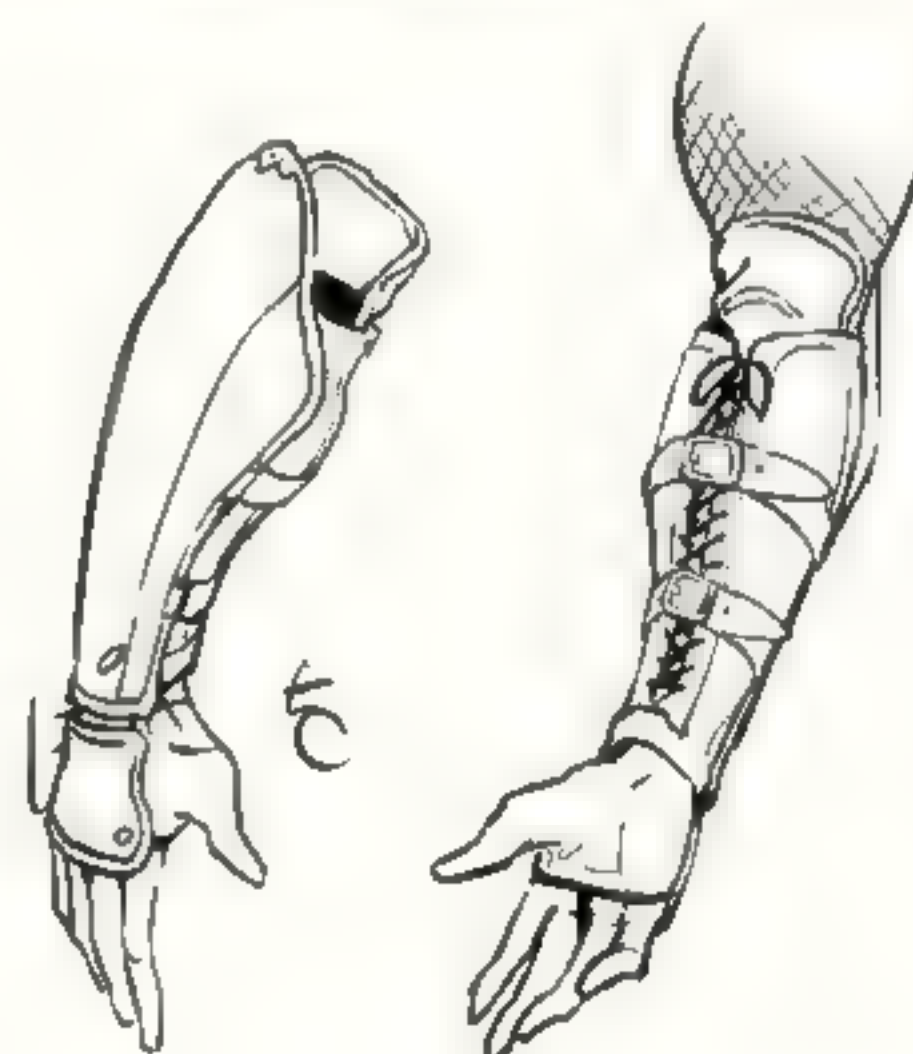
Doteru pattern

の柄は雲と龍です。  
その上に桜の花びら。  
ロゴが入ります。

A pattern with a dragon and clouds.  
Sakura and logo depicted above.

ど25の中は  
ヒョウ柄  
です。

Inner pattern is a leopard print.



背面  
Back

Gauntlet





## ■ Kamu Susano-o

カムササノオ

Kamu Susano-o



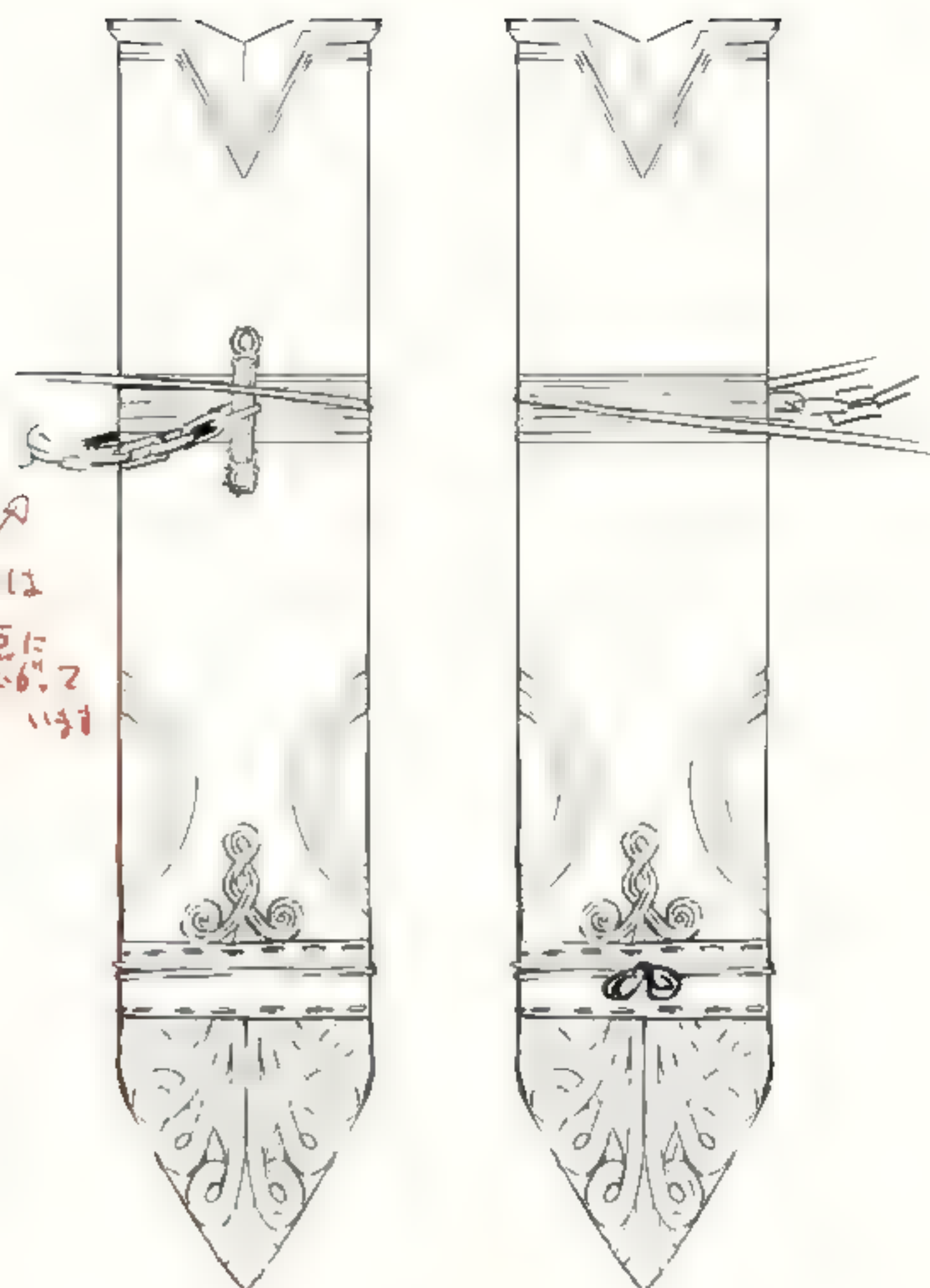
前髪無い状態です。  
普段は口のイメージで。

This image lacks his bangs. His usual appearance is the image on the right.



Chains and straps connect at three points on the back of his waist

鎖・ヒモは  
腰背面の三点に  
つながって  
います



Spiral

〇うずまきざり



Changes shape as his knees move

ひざが  
動くと、  
合わなくて  
変な形になります

Slightly longer in the back

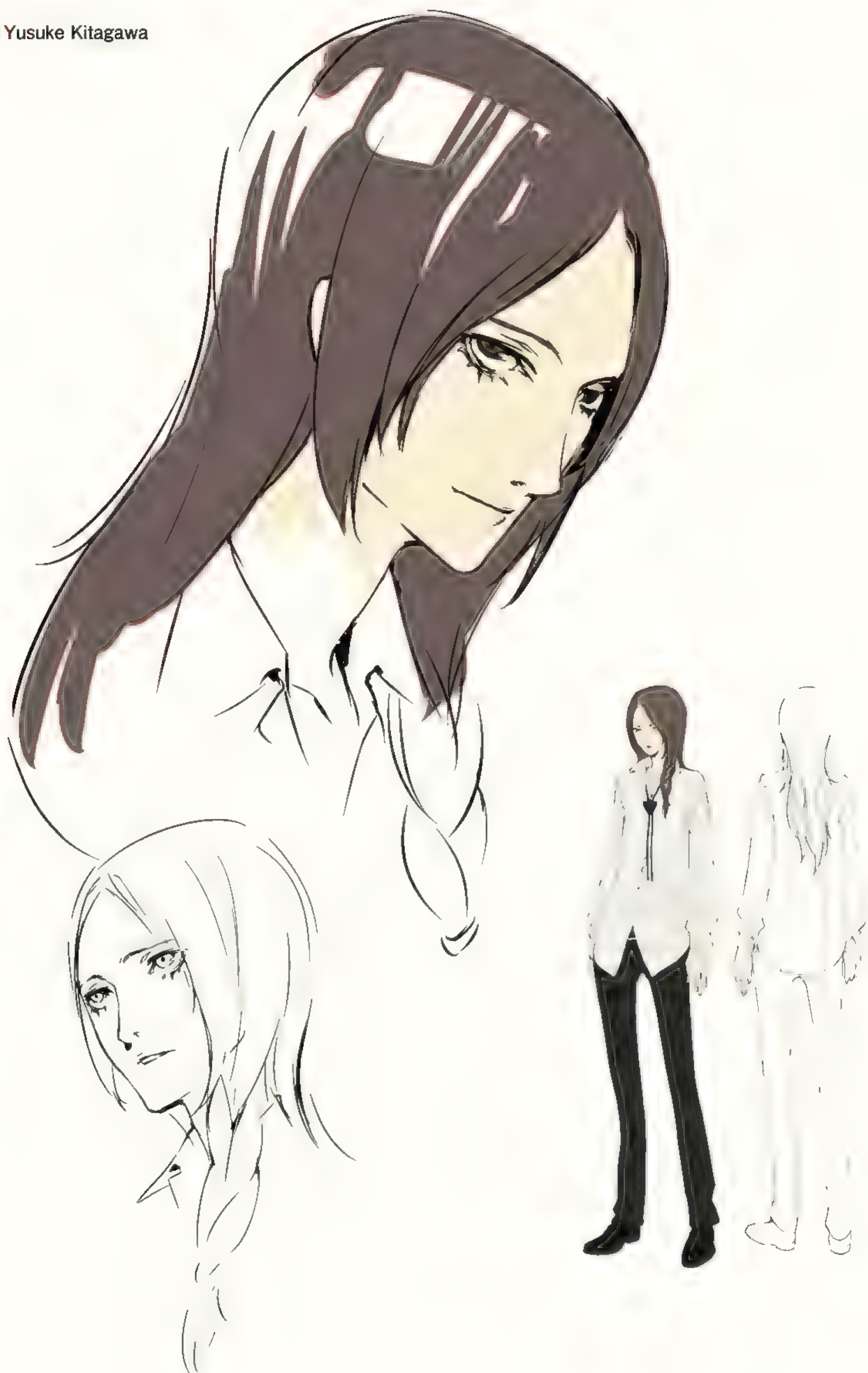
少し後ろに  
伸びます





## Initial Image

■ Yusuke Kitagawa





# MAKOTO NIIJIMA

Makoto Niiijima

persona Johanna

VA : Cherami Leigh (EN)  
Rina Sato (JP)

Makoto Niiijima

The student president of the protagonist's high school, and one year his senior. Although she's quite clever, she was initially corrupted by the ideas of upper-class society. She discovers the Phantom Thieves' true identities, but being unable to think of them as petty villains, she sets aside her moral code to join them. Her initial Persona is Johanna.



## Main Illustration



Character's Comment

Regarding Makoto's school uniform... Well, the skirt is part of her uniform, but she's wearing a vest, and the turtleneck doesn't have a school crest, so that's not part of her uniform either.

I had difficulty determining Makoto's position as a character, and I went back and forth, drawing many different versions of her personality. After I figured out which direction I wanted to take her in, the design process went rather smoothly. For those reasons, Makoto Niijima's concept sketch looks pretty much the same as her completed design, and there aren't many actual sketches of the finalized character.



Profile	
Gender	Female
Height	164 cm
Weight	Do I need to answer that?
Grade	Third year
Zodiac sign	Taurus
Blood type	A
Codename	Queen
Arcana	The Emperor
Initial Persona	Johanna
Family	Older sister (they live together)
Talents	Household chores, nitpicking
Habits	Gets lost in thought with her chin on her hand
Hobbies	Reading (any genre, including manga and science fiction), touring (once exams are finished)
Favorite food	Fish, lightly flavored food. She's something of a health nut, and worries about nutrition and balanced eating. A sample of her concerns includes: at least 30 different food items a day, less than 5g of salt, blue-backed fish are good because they contain DHA...

When she first appears, Makoto stands against the protagonist and his friends. I considered her to have a harsh personality and pictured her to be sensitive, serious, and uptight during the designing process. However, this isn't Makoto's real personality, but rather a reversal of her fragile, anxious qualities. For instance, Mitsuru from "Persona 3" is also serious and uptight, but she has an air of confidence around her. On the other hand, Makoto seems perpetually anxious, like she'll break at any moment. She originally had a kind personality, but she's trying to fill the role that the adults gave her by putting on a tough face. She wants to be a free spirit, but she's being held down. When she's set free by donning her Phantom Thief outfit, though, she still ends up acting a little mean.

A unique part of Makoto's design is her eyes. Most of the time, I don't draw the iris touching the bottom lash of an eye, but I took care to draw Makoto's eyes this way. This is supposed to depict Makoto's lack of self-confidence, like her face is always tensed up. Her features are always stiff and rigid. I don't mean that Makoto's face looks that way in this illustration, but that's what I envision when I'm drawing her. Another unique feature is Makoto's hairband.







# Phantom Thief Outfit



Creator's Comment

The outfit is representative of Makoto's frustrations transformed into anger. It's an embodiment of the unconscious and psychological spikes she covers herself with. Her iron mask is there as a means of defense; she's hiding herself away from others. Since she uses her fists to fight, I added a scarf so that her silhouette doesn't look too simple.

Makoto's battle motions show that she's a seasoned martial artist. They almost resemble the Bajiquan fighting style sometimes. It's hard to believe she's an ordinary high school student.



At the beginning, I had plans for Makoto to be a well-rounded character who takes care of her body by working out. Since she's a physically powerful fighter, I take care to draw her body in better shape than the other members of the cast.

This finalized design, with its iron armor-like elements, makes Makoto look like a character from *Fist of the North Star*.







# Johanna



## Creator's Commentary

Johanna's design originates from a conversation I was having with Hashino about motorcycles. I was talking about how a motorcycle's speed and its association with young people and freedom were a perfect fit for the themes of this game. Hashino suggested, "Why don't you make Johanna a motorcycle?" Hence this current design. I was super enthusiastic about drawing Johanna transforming into Anat.

The keyhole in the back of Johanna's seat has a bit of a dirty story behind it. It centers around Pope Joan, and how chairs with holes in their seats were used to confirm the genders of subsequent Popes.

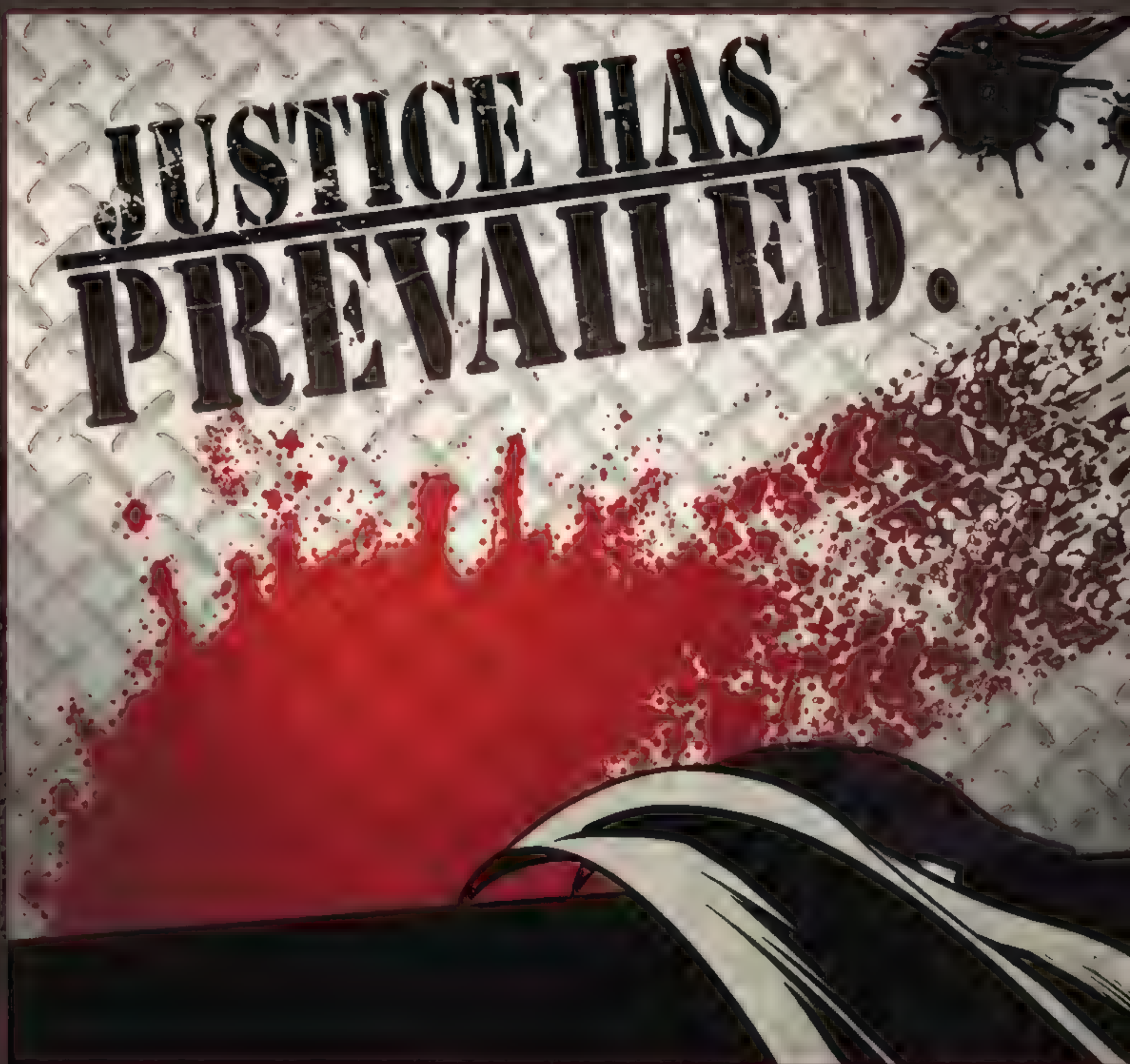
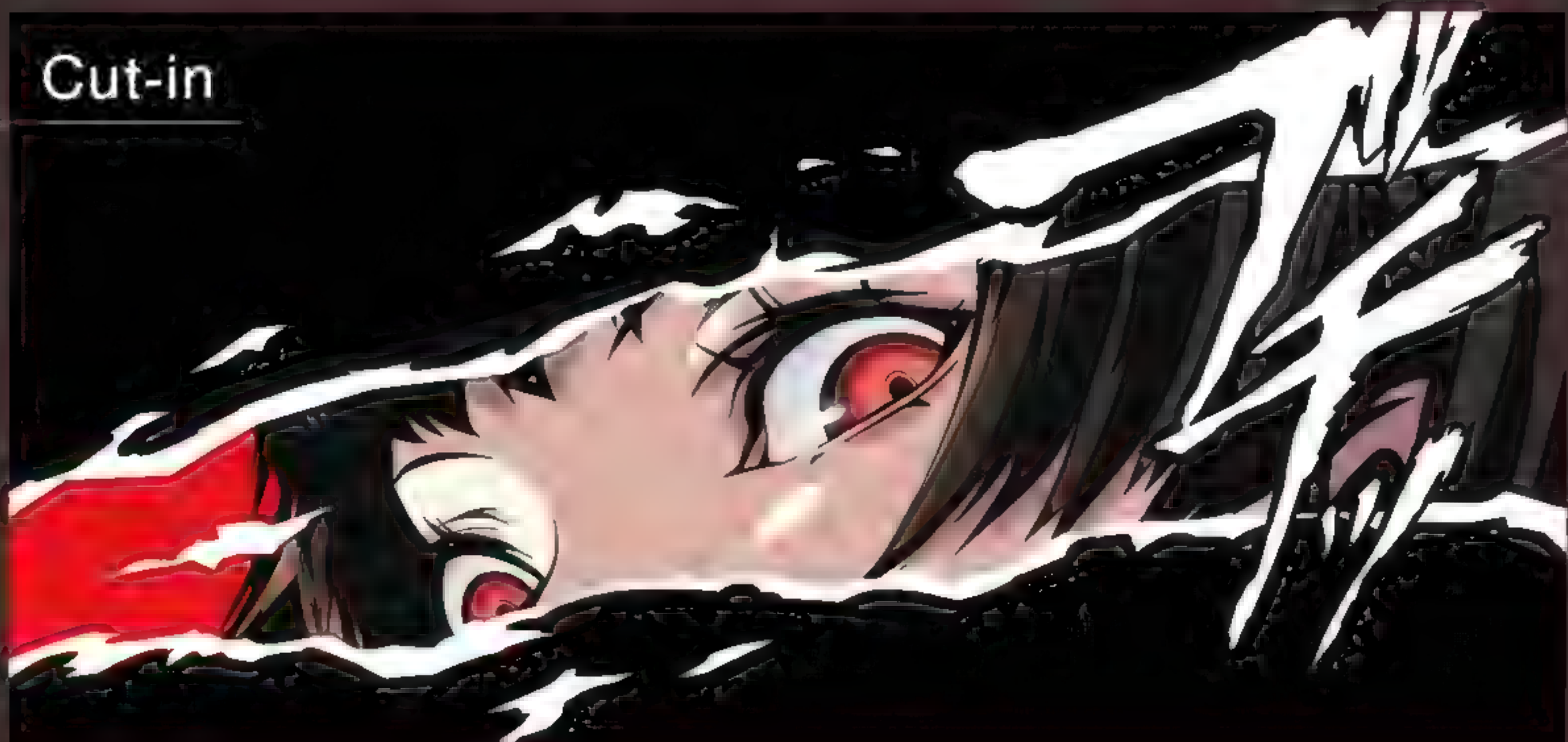
You may wonder if a motorcycle really needs a face on it, but all Personas must have some form of face in their design. Without a face, it's hard to tell what it's supposed to be.







Cut-in





All-out Attack



Finishing Touch



Confidant Screen





## Close-up

■ Normal



School Uniform (summer)



School Uniform (winter)



Swimsuit



Casual Clothes (summer)



Casual Clothes (winter)



Yukata



Phantom Thief Outfit



■ Smiling



School Uniform (summer)



Casual Clothes (summer)



School Uniform (winter)



Casual Clothes (winter)



Swimsuit



Phantom Thief Outfit



## ■ Angry



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Swimsuit



Yukata



Casual Clothes (winter)



Phantom Thief Outfit



Phantom Thief Outfit (without mask)





School Uniform (summer)



School Uniform (winter)



Casual Clothes (winter)



Casual Clothes (summer)



Swimsuit



Phantom Thief Outfit



## ■ Surprised



School Uniform (summer)



School Uniform (winter)



Swimsuit



Casual Clothes (summer)



Casual Clothes (winter)



Yukata



Phantom Thief Outfit





School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Phantom Thief Outfit



# ■ Blush 1



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)

# ■ Blush 2



School Uniform (summer)



Swimsuit



School Uniform (winter)



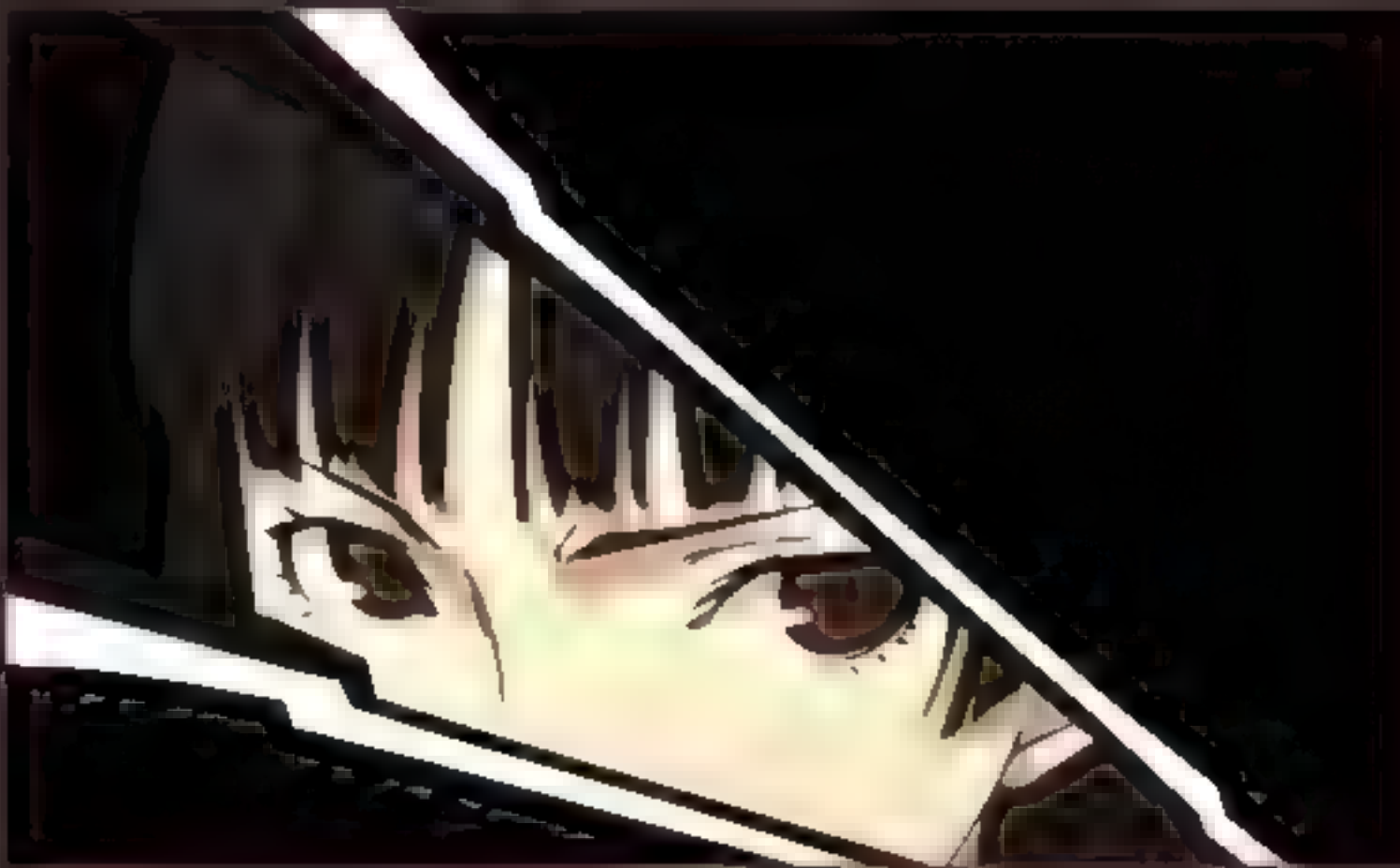
Casual Clothes (summer)



Casual Clothes (winter)



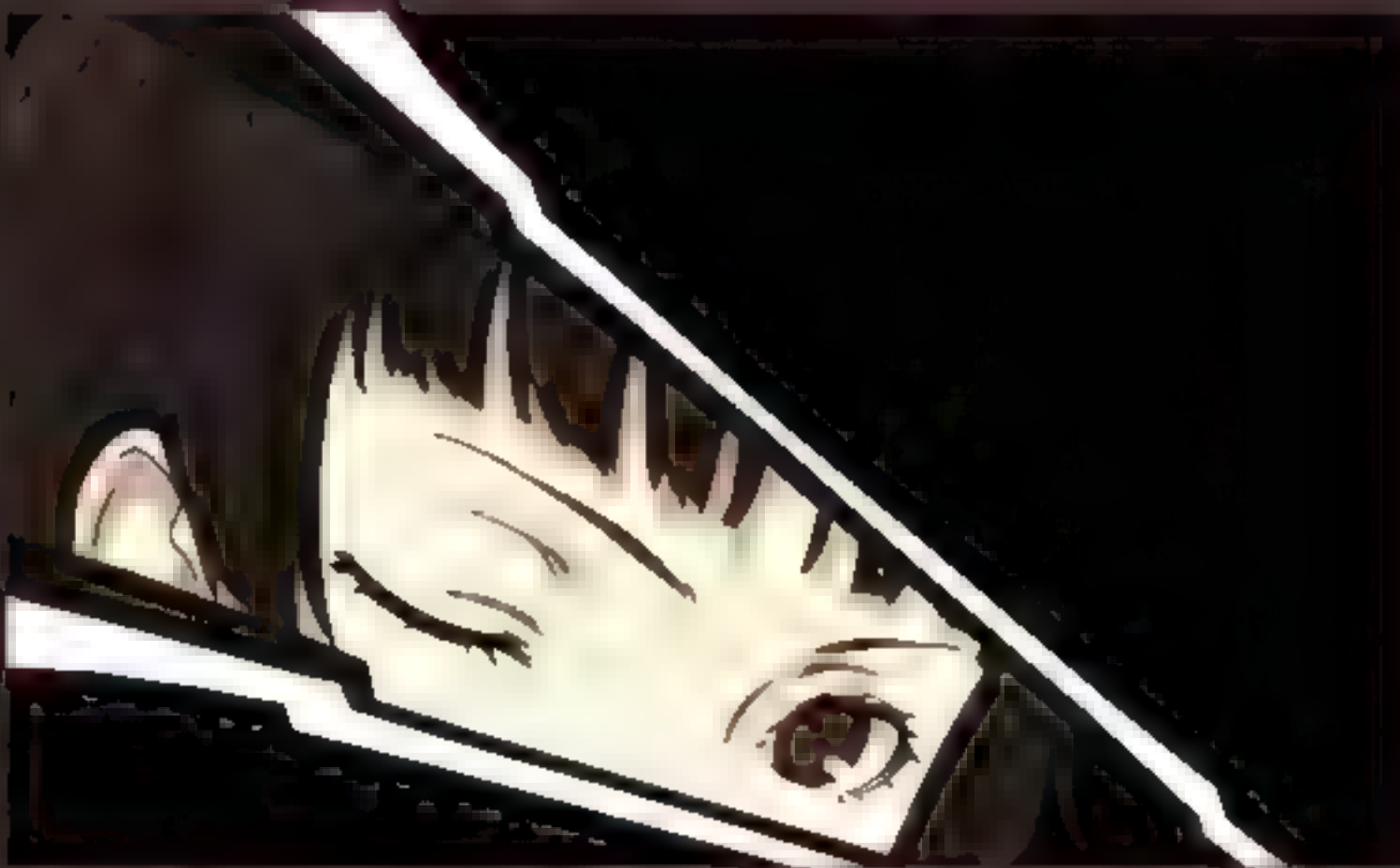
# Cut-in



Serious



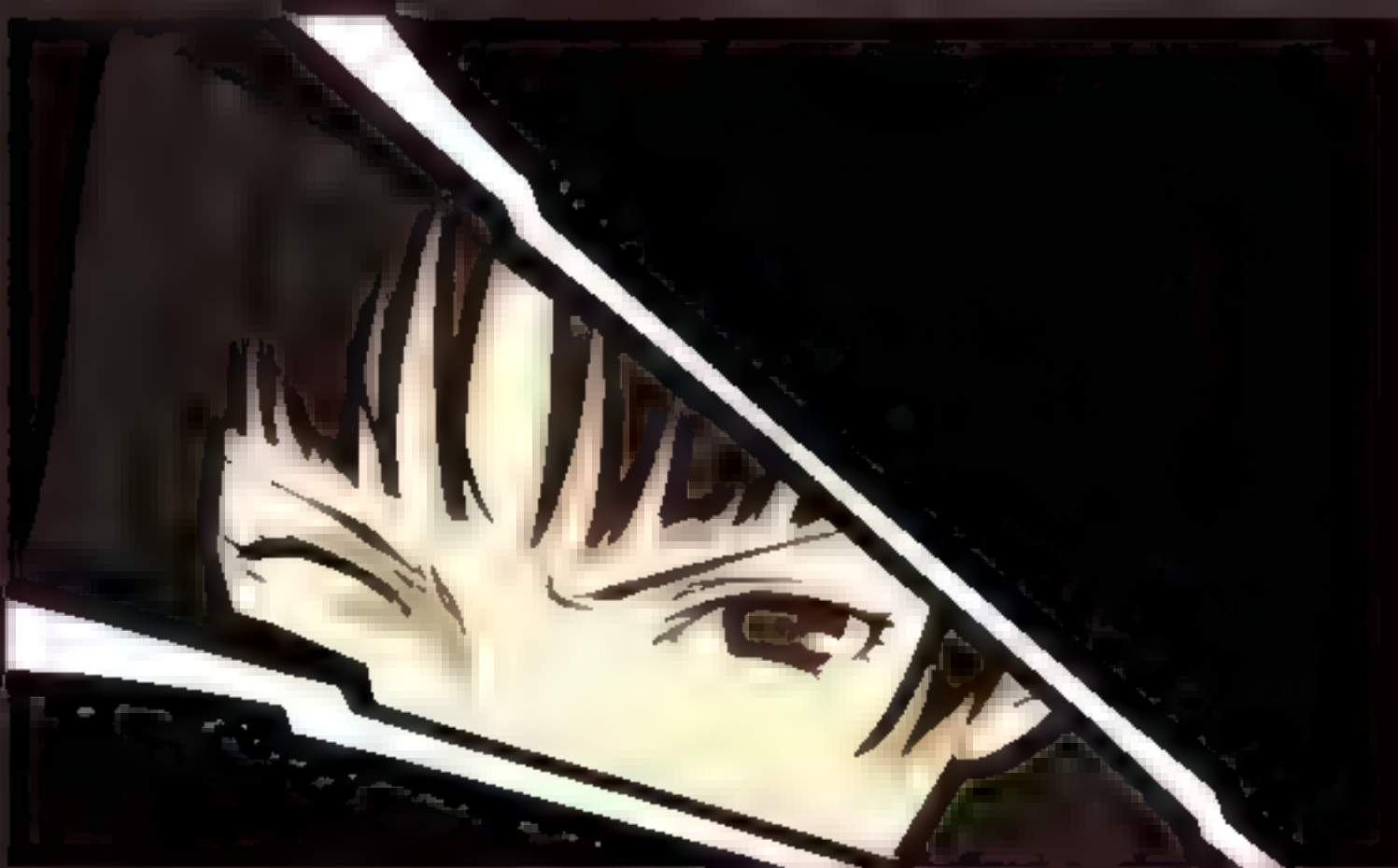
Joyful



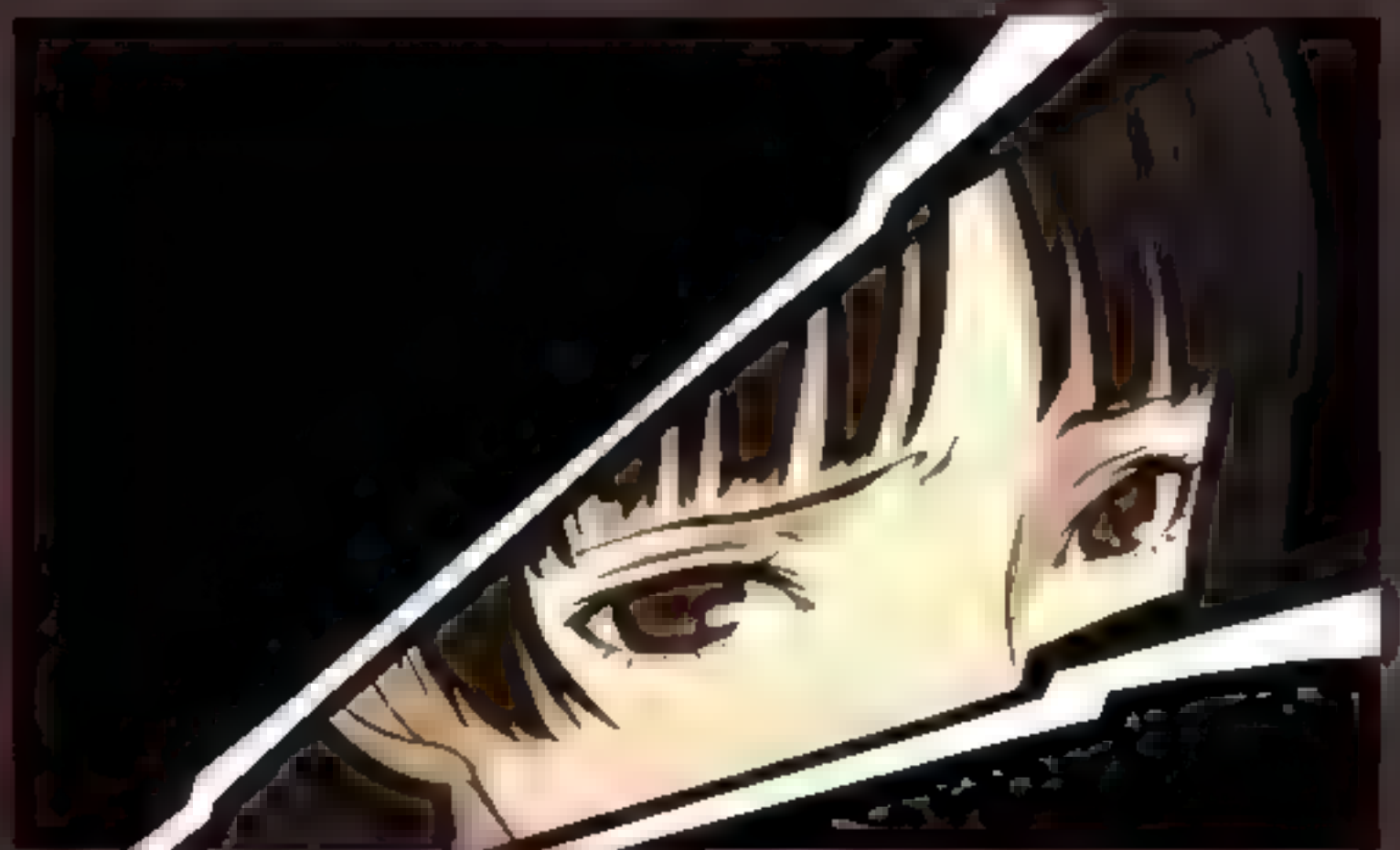
Scheming



Surprised



Pained



Sorrowful



Mad



Suspicious



## Initial Image

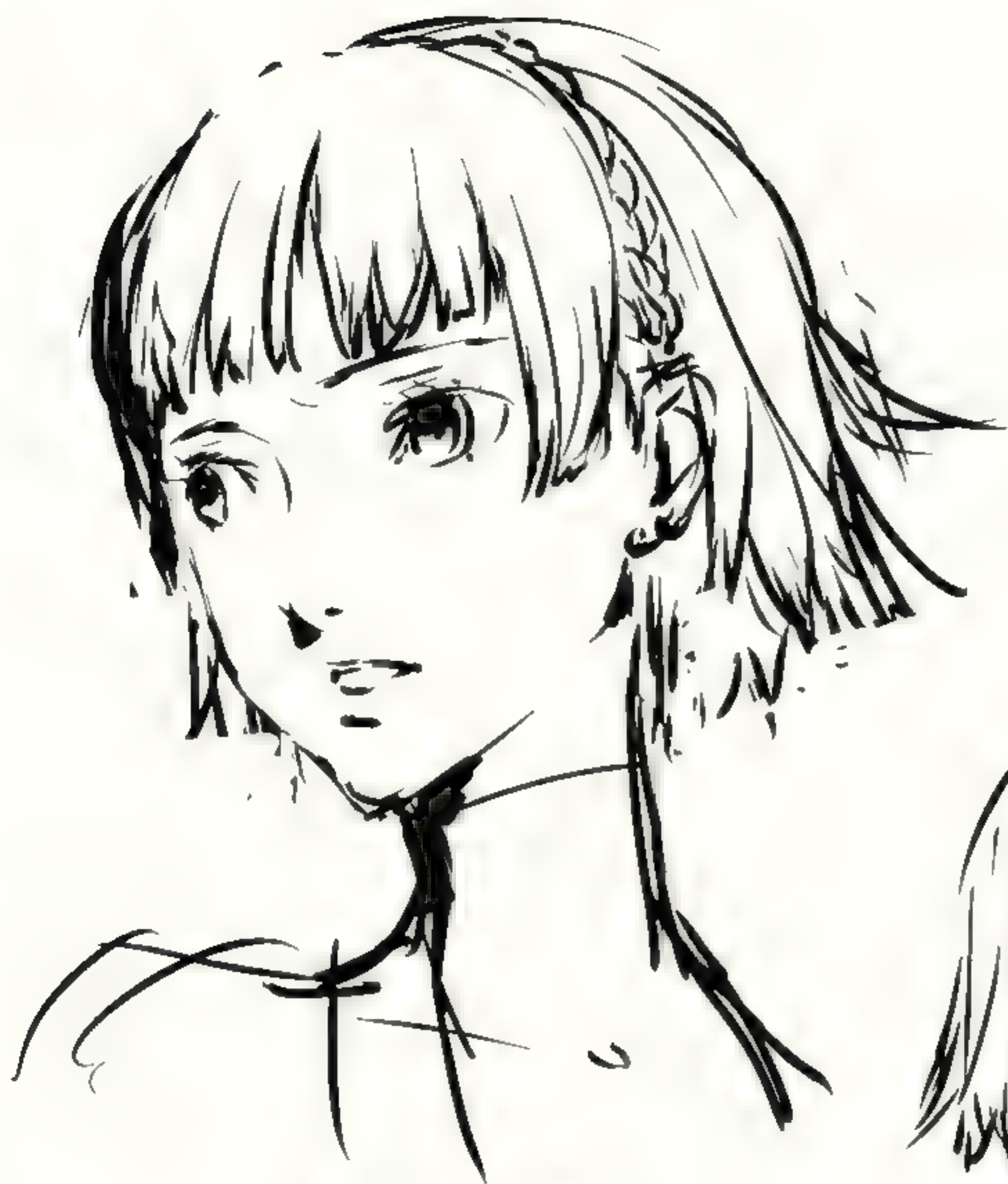
■ School Uniform



マコト  
設定⑨

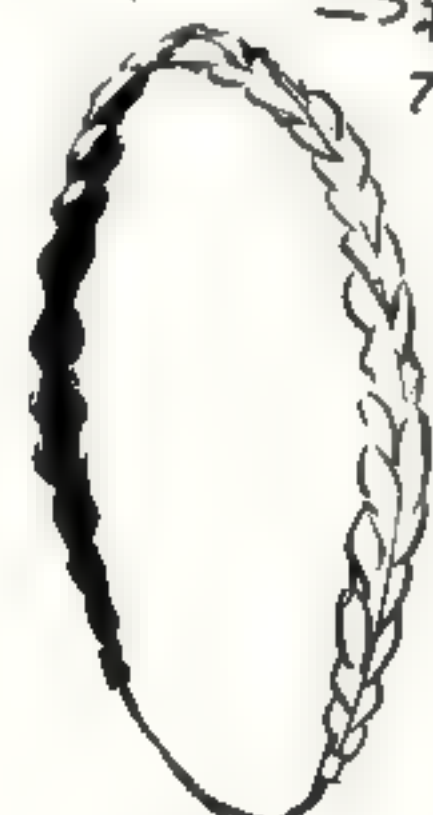
Makoto  
Concept 1





Braided headband

三つ編みの  
カチューシャです



face

Rubber band









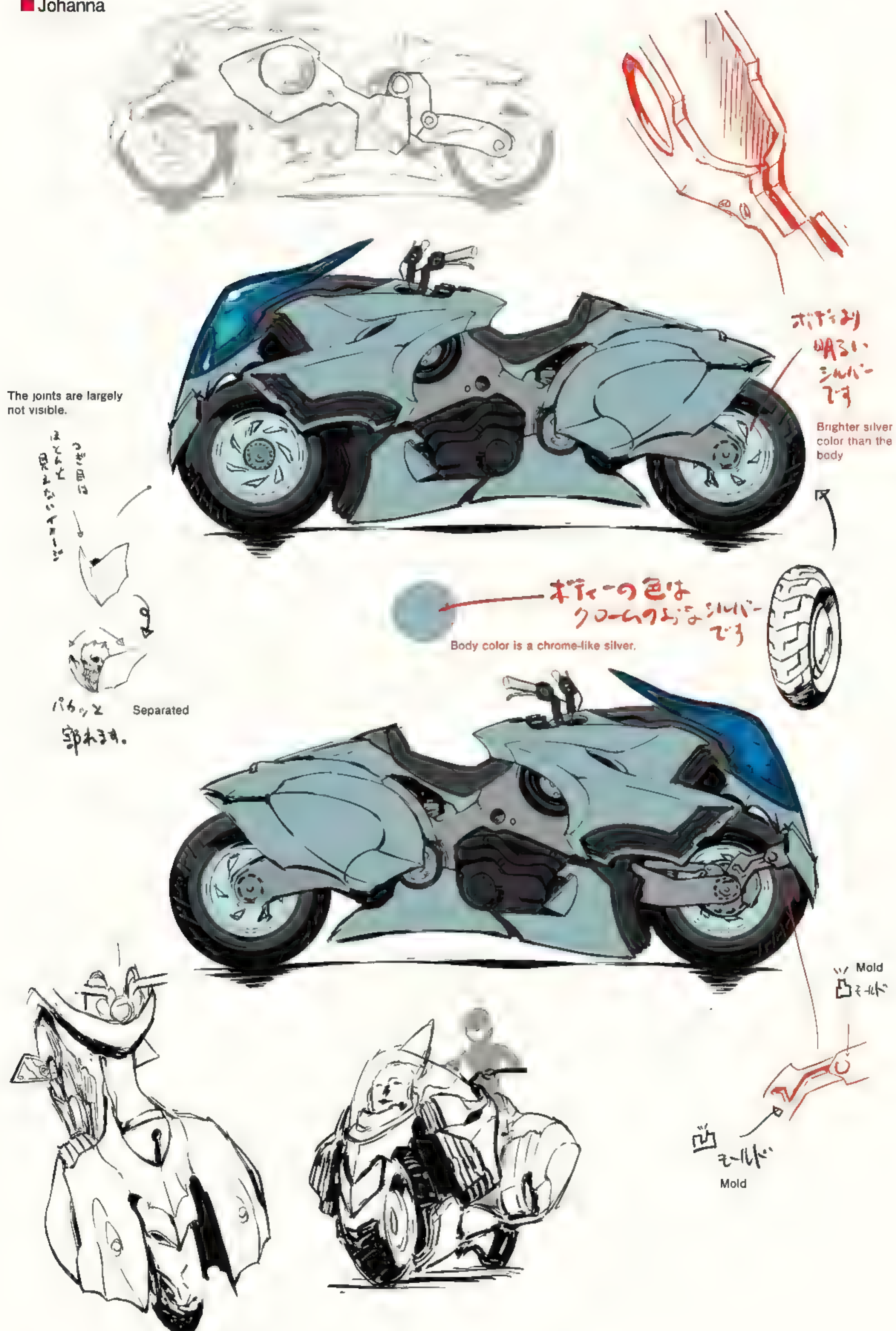
マコトの怪盗服

Makoto's Phantom Thief Outfit



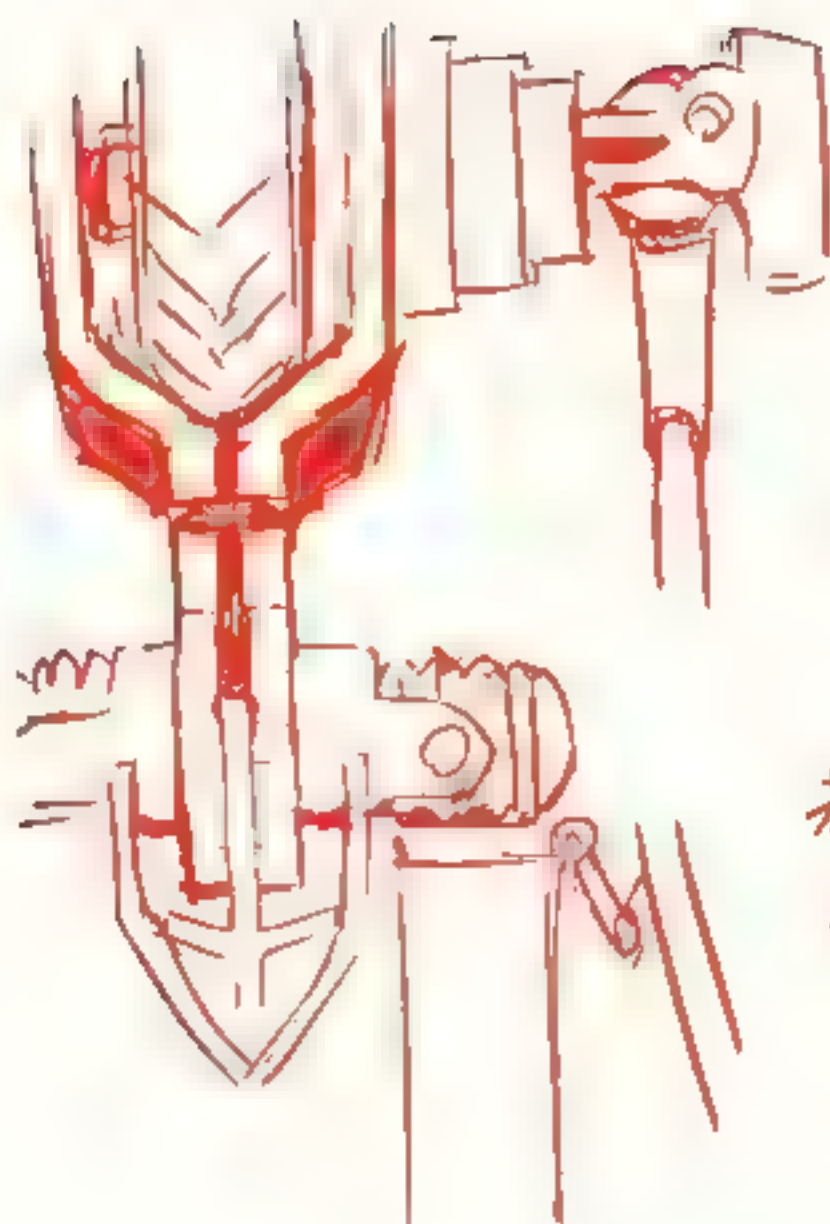


■ Johanna





①胴体  
つら-ム  
Frame



Shape isn't right,  
don't take it as final

若干.形状 ちがうぞ  
背面は参考程度で  
留めて下さい



ゴールド  
Gold



Thigh from the right

大腿骨  
の  
1/4



②脚  
Leg

Rear of heel  
かかと



つま先  
省略して  
右側に合わせて  
下さい

Toe  
Not shown in detail but please  
make it like the one on the right

③つま先  
前から  
Front of the  
frame





# Johanna & Anat

◎ 図 解 Illustration

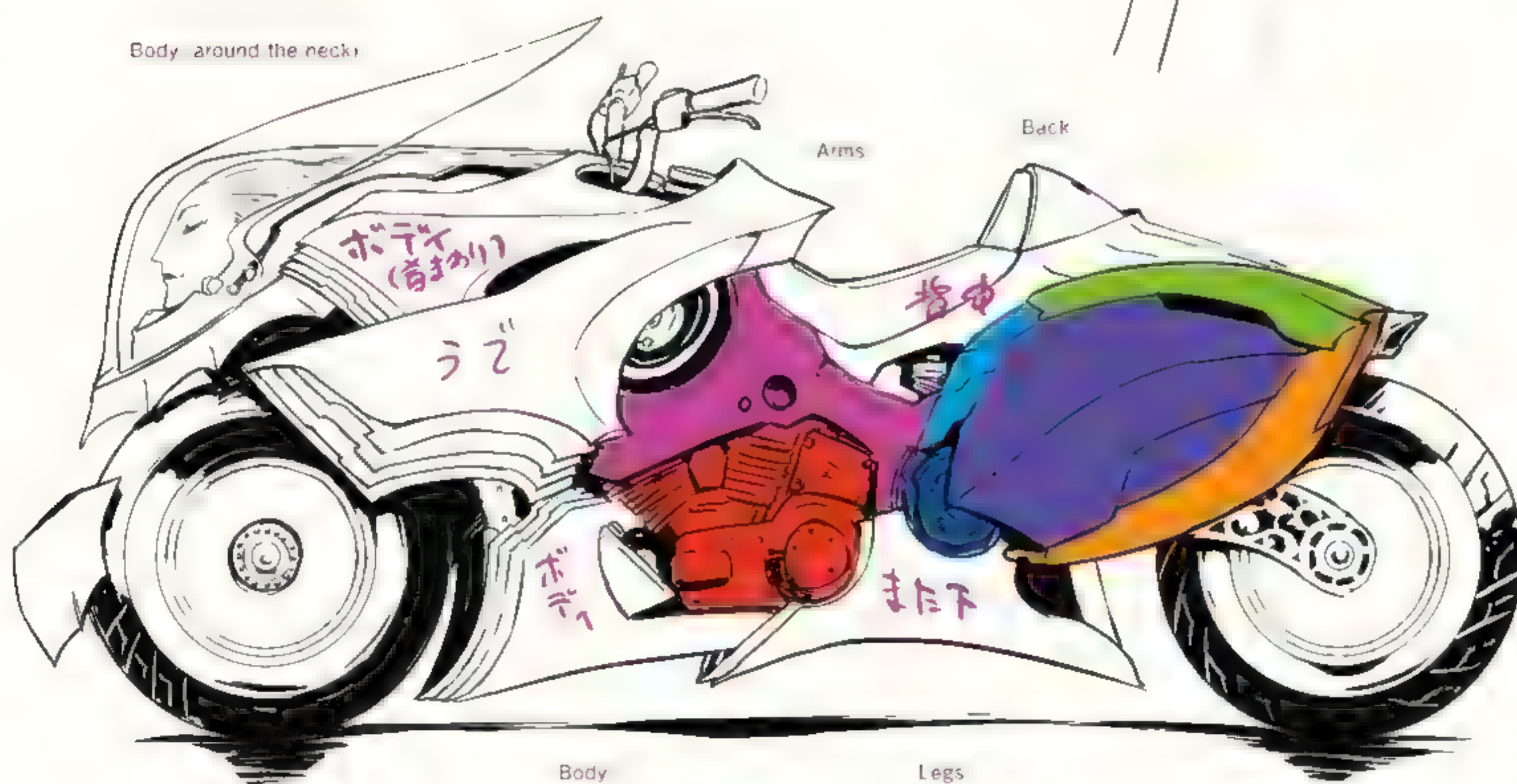


Body comes out between the frame.



Comes from the body

Body around the neck



Body

Legs



Anat

。アト

363. Rear

Front wheel

Seat

Rear wheel

太ももから  
接続する。  
いる。

Connects to the thigh

パニエースの  
中身。

Ins de of  
pannier case



## Initial Image

■ Makoto Nijima

マコト  
Makoto











Bang-bang-bang!



Eek!

SAA 12連射  
2.5秒SAA  
12 shots in 2.5 seconds2丁の銃には  
正義の記号。  
剣と天秤がThe two pistols are marked with a sword  
and a scale, symbols of justice.



# MAKAI CHUUA

Futaba Sakura



persona Necronomicon

VA : Erica Lindbeck (EN)  
Yuuki Aoi (JP)

Futaba Sakura



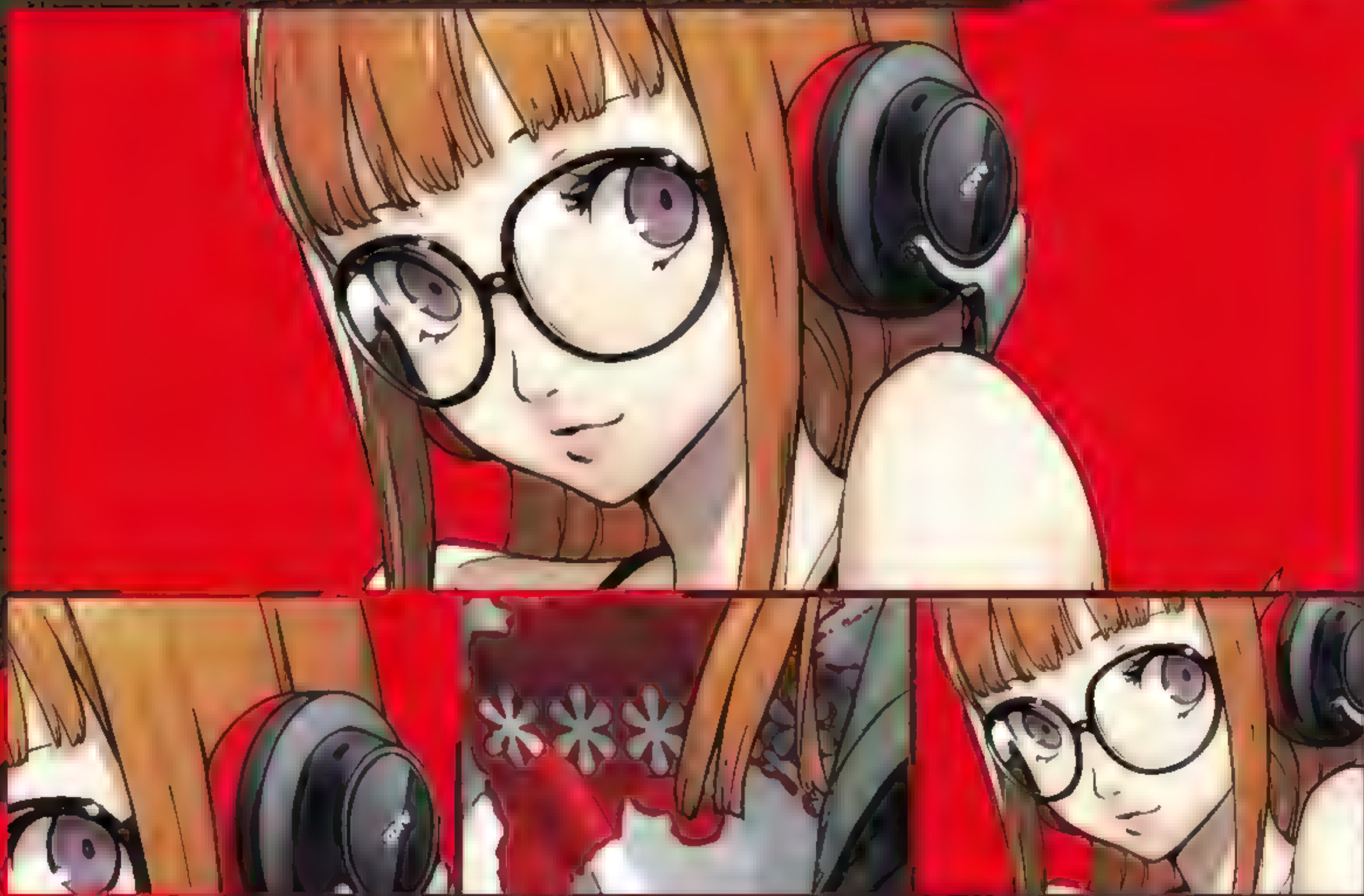
A girl who lives with the owner of Cafe Leblanc, the coffee shop where the protagonist currently resides. She's a genius hacker, but also a shut-in. She's plagued by auditory hallucinations of what people said about her dead mother, but her wiretapping of Cafe Leblanc leads to her discovery of the protagonist's abilities to change people's hearts. In one of the biggest decisions of her life, she opts to ask him for help. Her initial Persona is Necronomicon.



# Main Illustration

Creator's Comment

As a social recluse, Futaba was initially intended to have black hair, but I suggested changing her hair colour to orange. Futaba doesn't dye her hair as a fashion statement; it's more akin to manic urge or fetish, like someone who has a ton of piercing in their ears or nose. I wanted Futaba to dye her hair out of personal preference, along the same lines as Ann and her tights. Another reason I chose orange as a hair colour was because dark hair could present a negative image, as if the character shuts herself indoors because she's lazy or she's running away from something. She's the kind of girl who would suddenly dye her hair just because she "felt like it" to everyone else's surprise. I wanted to present Futaba as a



Profile	
Gender	Female
Height	149cm (she insists she's "150cm tall!")
Weight	Not > 30kg < 100kg
Grade	First year if she were in school
Zodiac sign	Pisces
Blood type	AB (Rh-)
Codename	Oracle
Avatar	The Hermit
Initial Persona	Necronomicon
Family	Sojiro Sakura (adoptive father)
Talents	Programming, looking, video games
Habits	Squats anywhere, uses Internet slang in real conversations
Hobbies	Surfing the Internet, playing video games, watching anime
Favorite food	Curry and rice, instant stir-fried noodles, and snack food. She actually prefers home-cooked meals, but she pretends to like store-bought food so that she doesn't have to bother her busy mother. According to her, "There's one brand of instant noodles that I am Okay with."

character with that sort of awkward uniqueness, who ends up isolating herself from the rest of society because of those same qualities.

I had the glasses planned from the very beginning. Futaba wears glasses because her eyesight is bad from staring at a monitor all day, but also out of a desire to hide her from others.

Futaba wears headphones because she's a computer geek. Computers and other related electronics are a great way to show off geeky qualities, but I can't add them to headshots or illustrations of Futaba when she's outside. That's why I chose to include her headphones and glasses to portray her geeky nature. I'm especially happy about Futaba's headphones, because I got the chance to collaborate with my favorite acoustics manufacturers, AKG.

I've added some subtle references to Futaba's geekiness in her choice of clothing as well. The print on her T-shirt isn't flowers, but asterisks, like what you would see on a password input screen. The letters on the back of her jacket read "AFK," which is short for the online gaming slang "away from keyboard." Futaba probably buys all of clothing from online stores.







## Phantom Thief Outfit



### Creator's Comment

Early on, I decided I wanted Futaba's outfit to be some sort of high-tech suit highlighting her geekiness. Ann's earliest sketches featured night-version spy goggles, but they worked better with Futaba's character concept and design, so I ended up giving them to her instead. In addition to the high-tech feel, I wanted her to resemble a humanoid computer program like the characters in the science-fiction movie *Tron*.

A unique part of Futaba's thief outfit is her mask. I hid her face behind the mask to make her resemble other navigator characters from the "Persona" series. Just like previous navigators, Futaba isn't seeing what's in front of her; she's tracking the crew's progress. I aimed for a design that had both a cute, frog-like element because of the mask's large eyes and a cybertech-like element because of its function as night-vision goggles.

The belt around Futaba's waist is there to attach a harness to if she's planning on hanging by a wire. She could use the belt when she sneaks into buildings, like a high-tech spy. Then again, Futaba doesn't leave the house, and she's certainly not the type to pull crazy stunts like that!



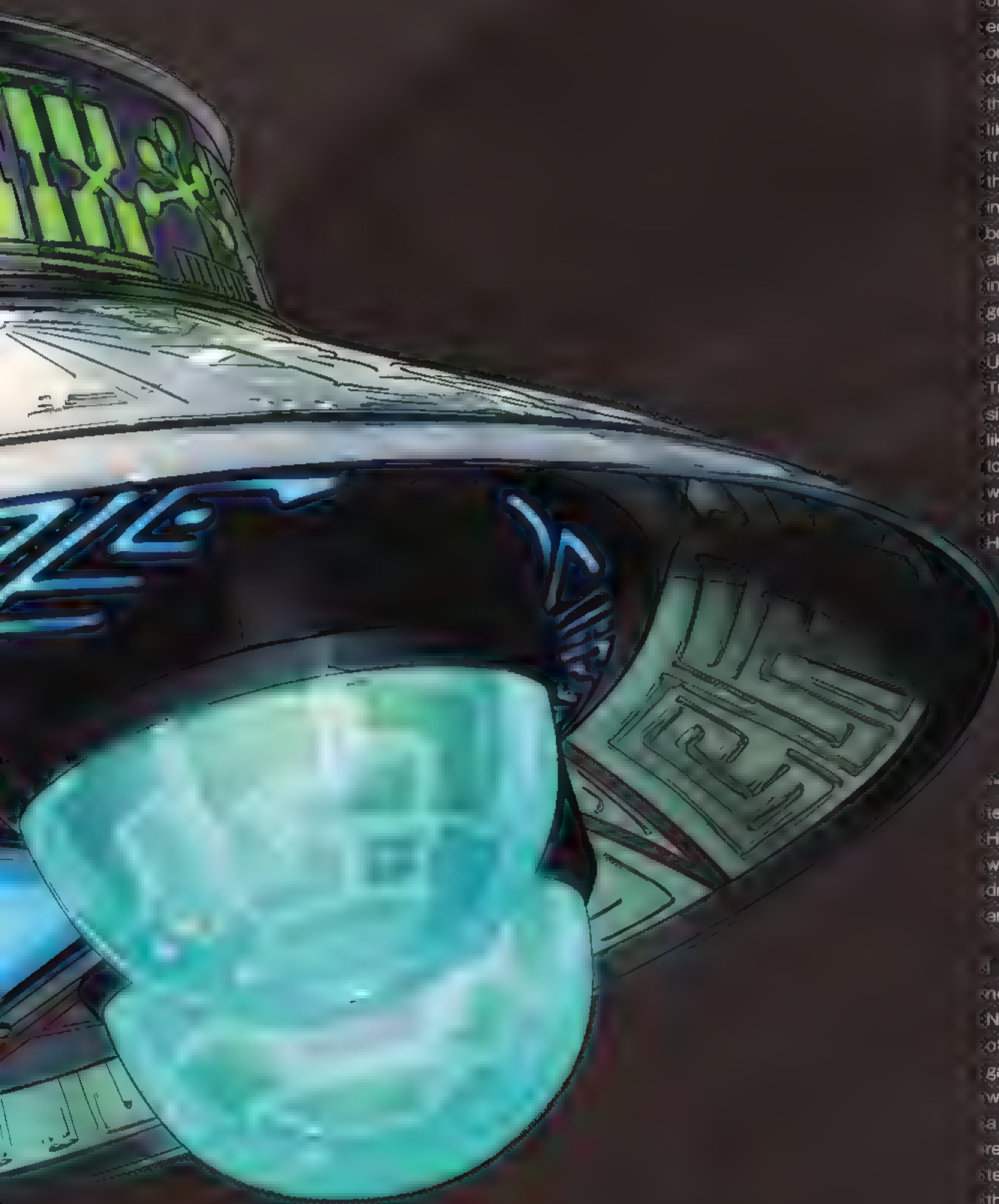




## Necronomicon







#### Creator's Comment

Necronomicon's got something of a wild design. That being said, there's a reason I designed Futaba's Persona as a UFO. Necronomicon is originally a book of sorcery, but in Futaba's mind, that equates to ideas she believes are true - or ideas that can turn the world upside-down - for instance, grand conspiracy theories or the Akashic records. Futaba likes science fiction and believes the truth can be found in outer space or the electronic world, so I attempted to integrate both, with Futaba's version of a book of sorcery being the UFO. Futaba's also drawn to stories like "a UFO landed in the state of Nevada." Basically, she's got Chuunibyo. People with Chuunibyo are attracted to books of sorcery and UFOs, so there's a connection here. The idea is that she's in a depressing situation and she's being knocked around like a Ping pong ball, but she continues to believe that "This world is a lie, I know what the real world is like!" Thoughts like that are pretty representative of Junior High School Syndrome.

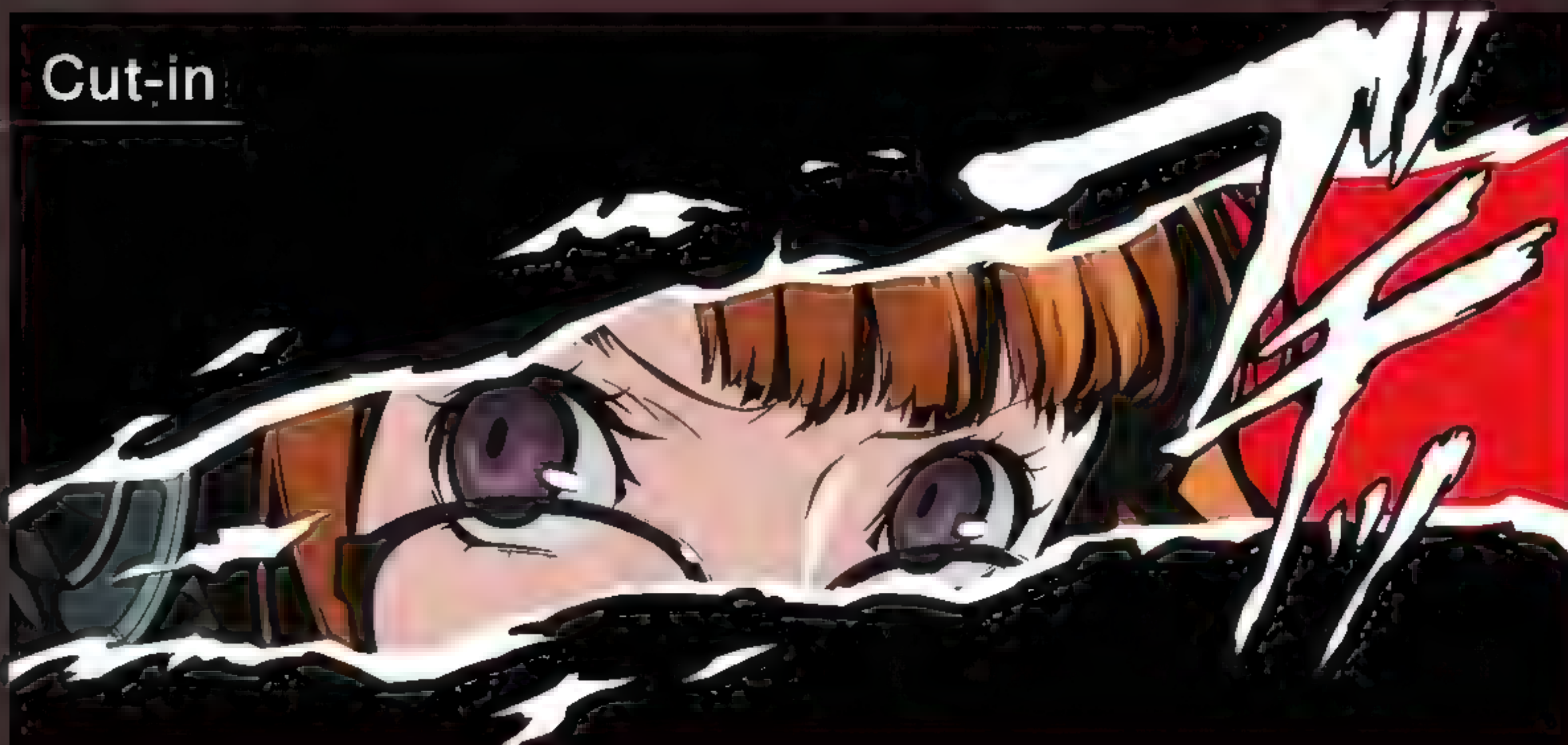
"Chuunibyo" is a Japanese vernacular term that roughly translates as "Junior High School Syndrome." It refers to the way junior high school students are drawn to phenomena they think are cool and mature.

I knew that the UFO by itself had nothing to remind you of the actual Necronomicon, so I added elements of the classic Necronomicon to the gargoyle sitting on top. The hieroglyphs written inside and around the UFO are a mixture of things that Futaba believes represent the truth about this world: high-tech geeky symbols, the Nazca lines, the Voyager Golden Record, and DNA patterns. Those small tidbits may have overpowered the design.

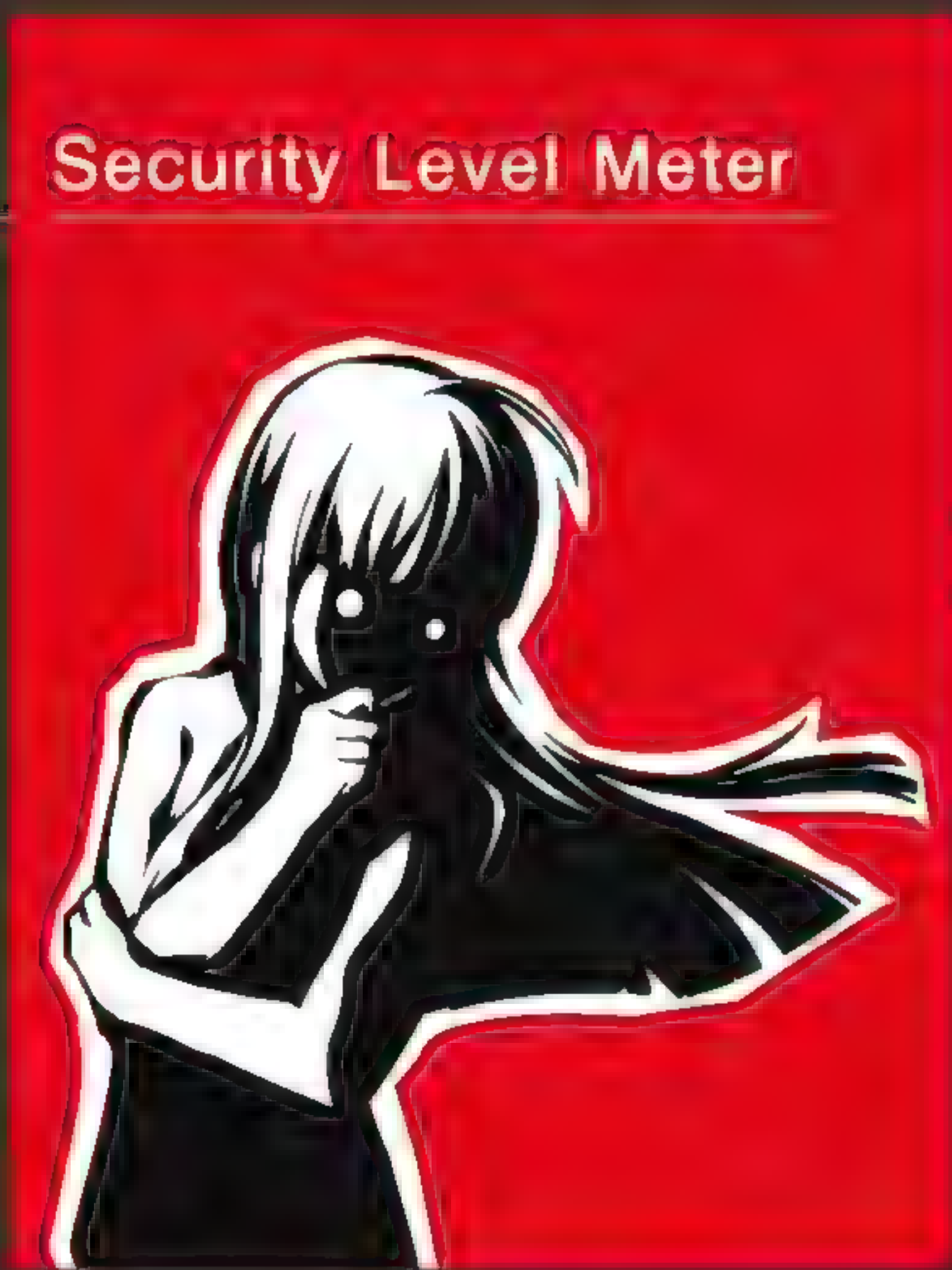
Necronomicon is a Persona they houses its user on the inside. When Futaba summons this Persona, demonic tentacles drag her inside its body as it rises up into the air. The original plan was to place Necronomicon inside the Palaces or Mementos, but the Persona was so huge that it filled the entire room, so we had to scrap that idea. Where is Necronomicon, then? It's probably flying somewhere overhead!



## Cut-in



## Security Level Meter





Oracle



Confidant Screen





## Close-up

### ■ Normal



Casual Clothes (summer)



Casual Clothes (winter)



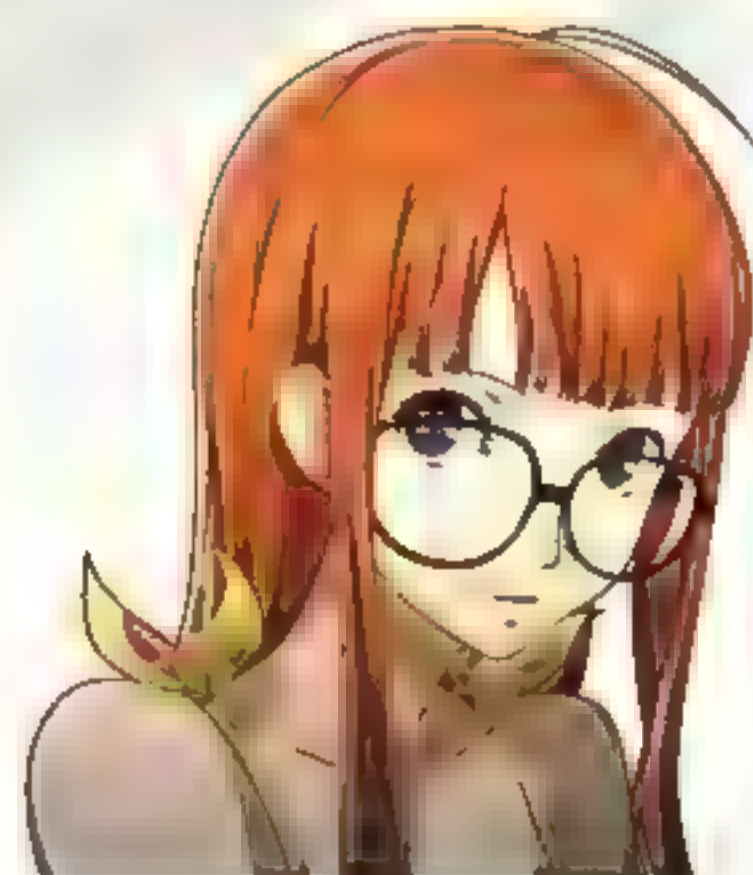
Lounge Clothes (without accessories)



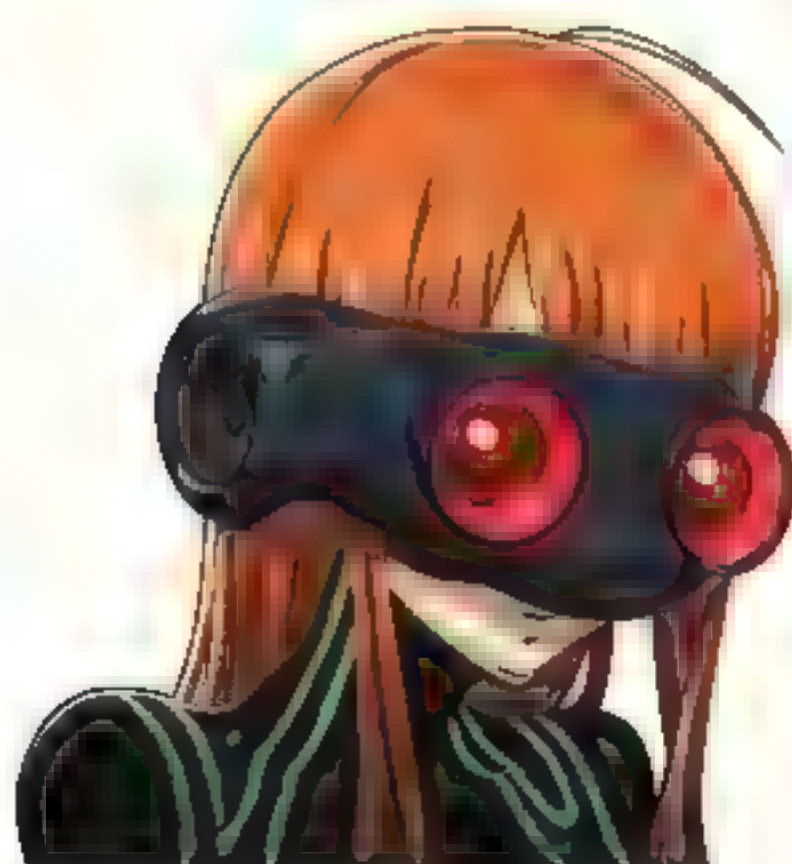
Lounge Clothes



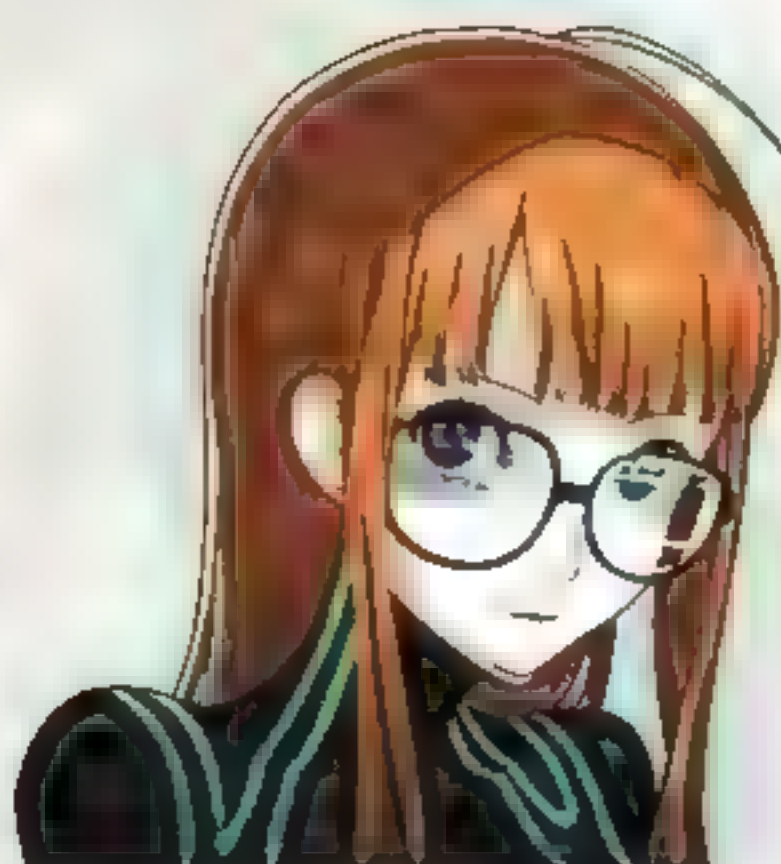
In Destinyland



Swimsuit



Phantom Thief Outfit 1



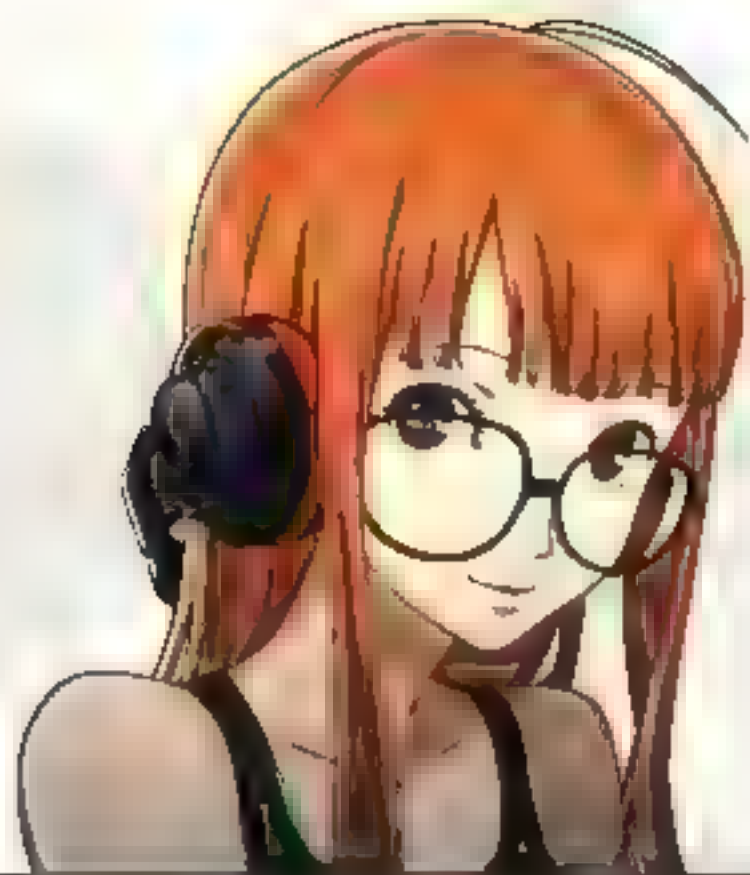
Phantom Thief Outfit 2



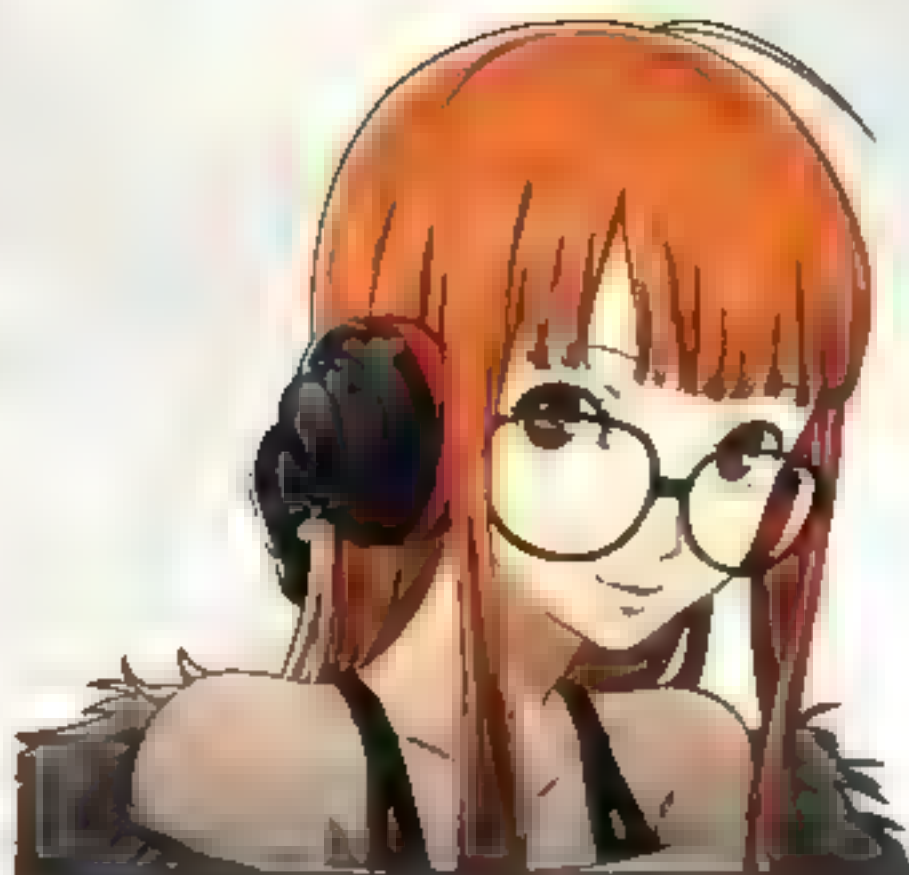
Shadow



■ Smiling



Casual Clothes (summer)



Casual Clothes (winter)



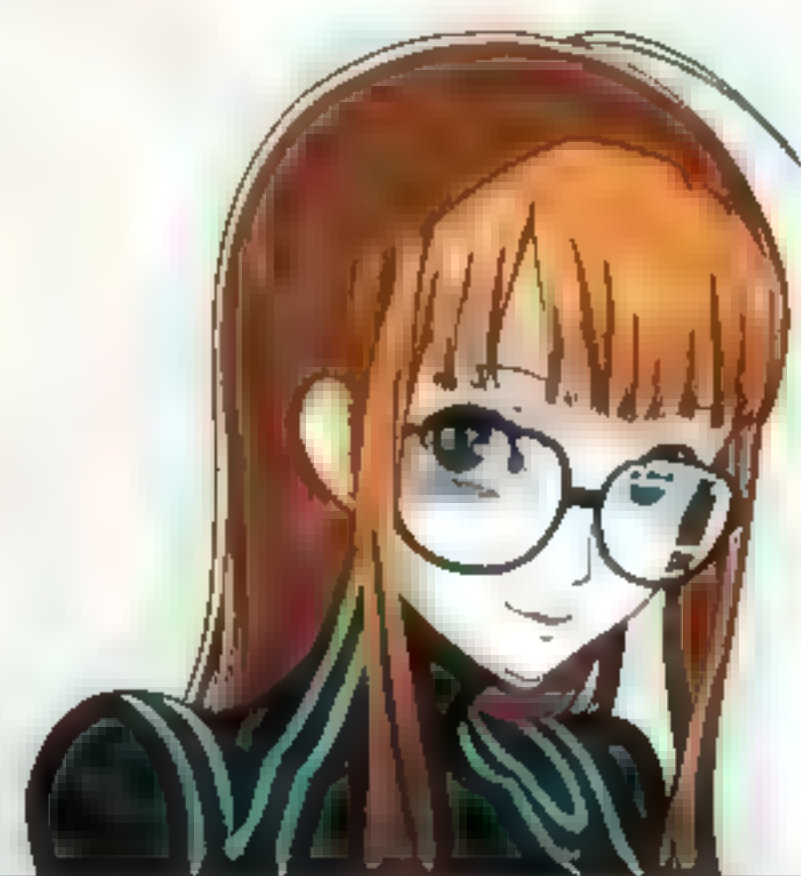
Lounge Clothes



Swimsuit



Phantom Thief Outfit 1



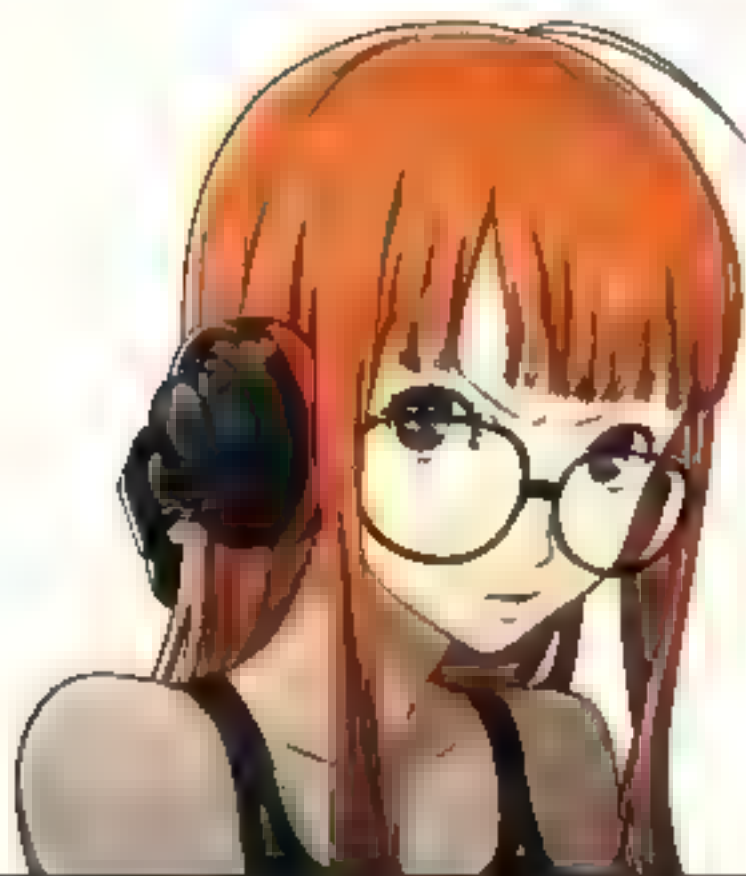
Phantom Thief Outfit 2



In Destinyland



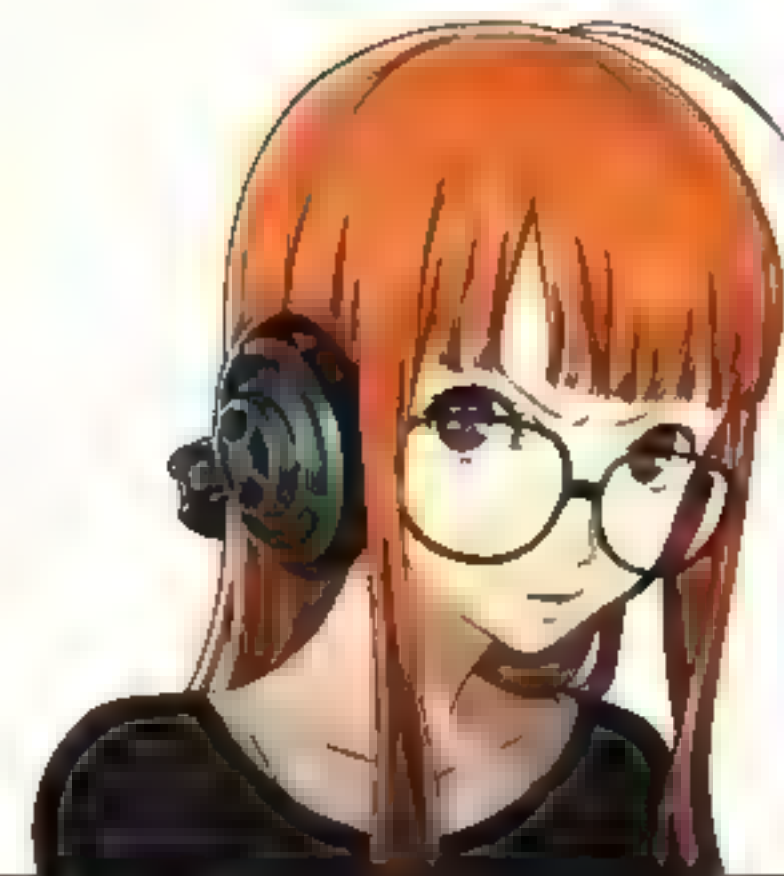
## ■ Angry



Casual Clothes (summer)



Casual Clothes (winter)



Lounge Clothes



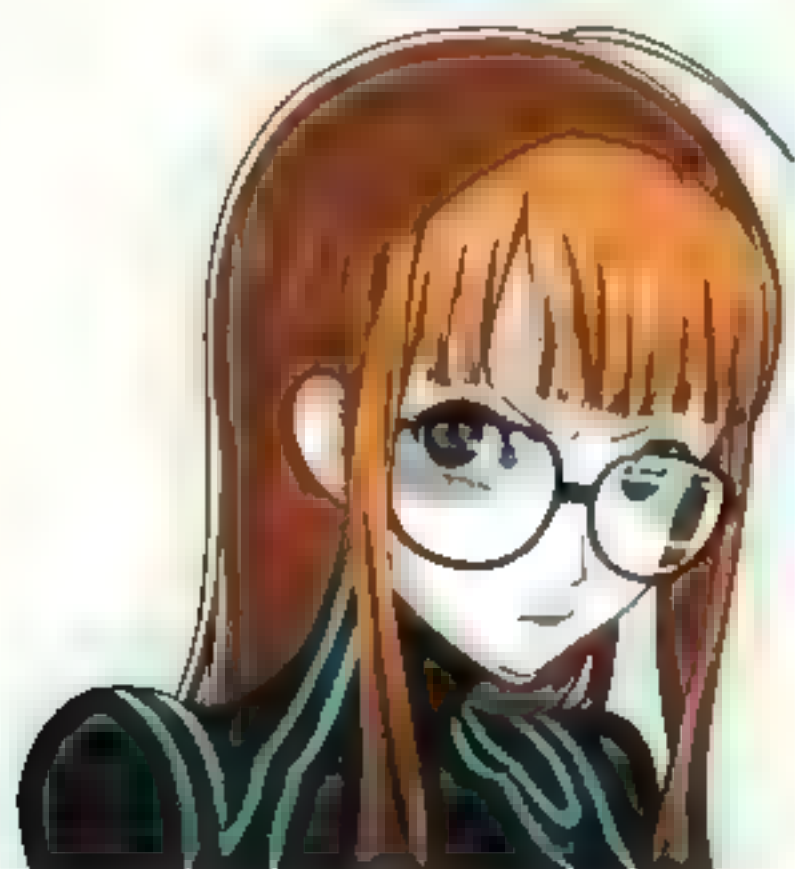
In Destinyland



Phantom Thief Outfit 1



Swimsuit

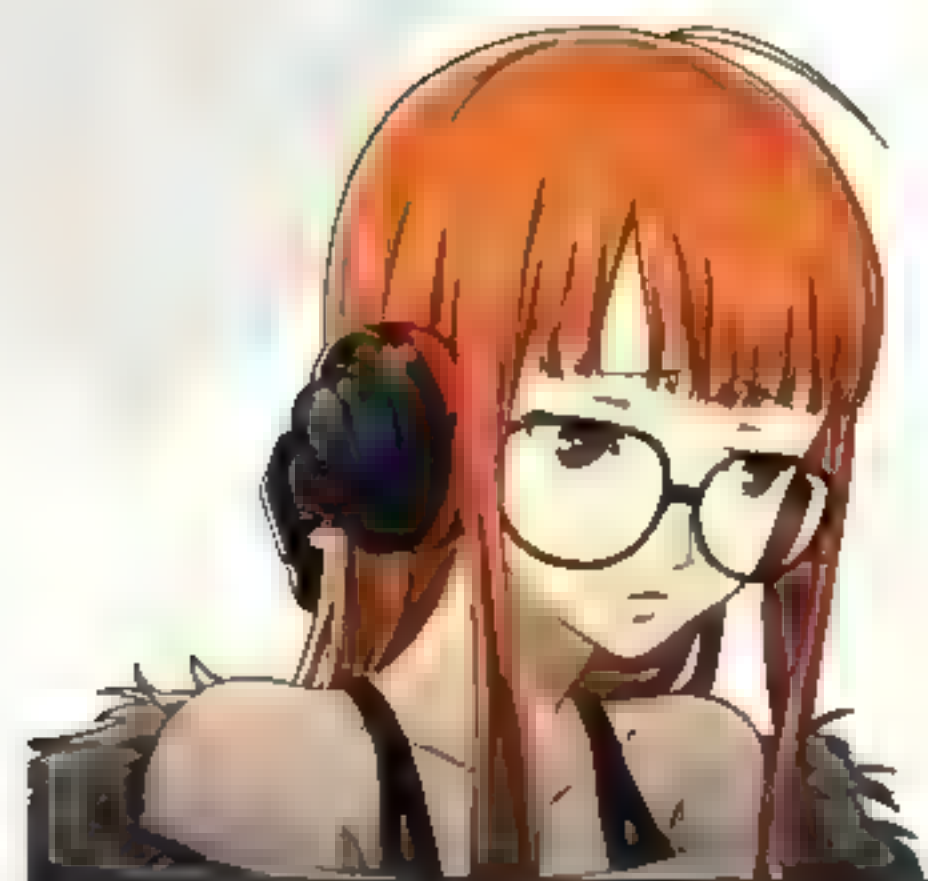


Phantom Thief Outfit 2

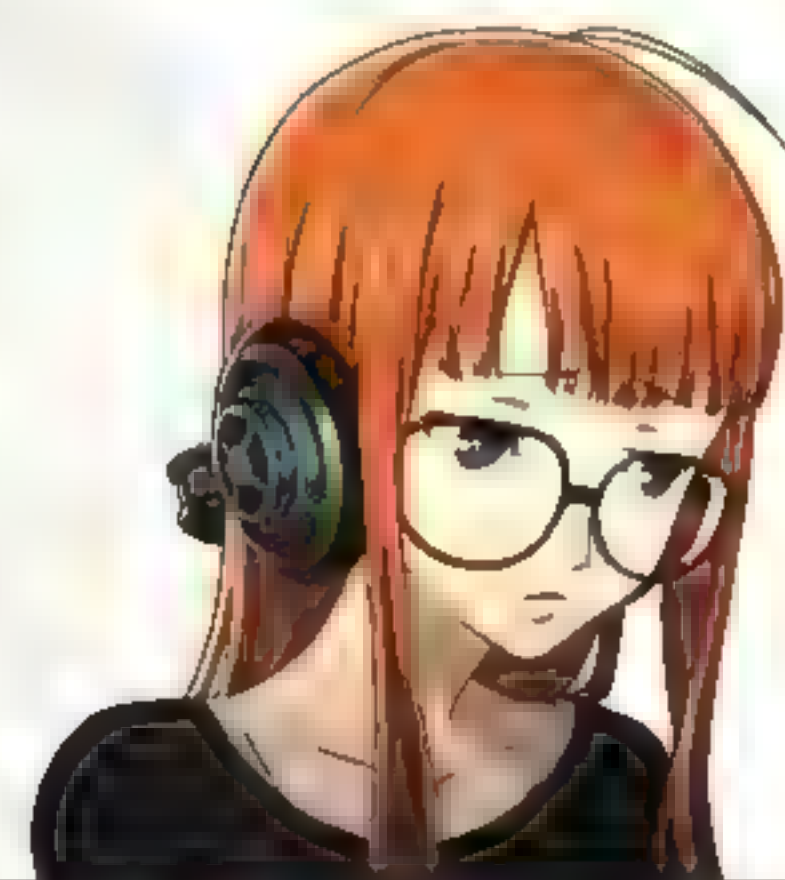




Casual Clothes (summer)



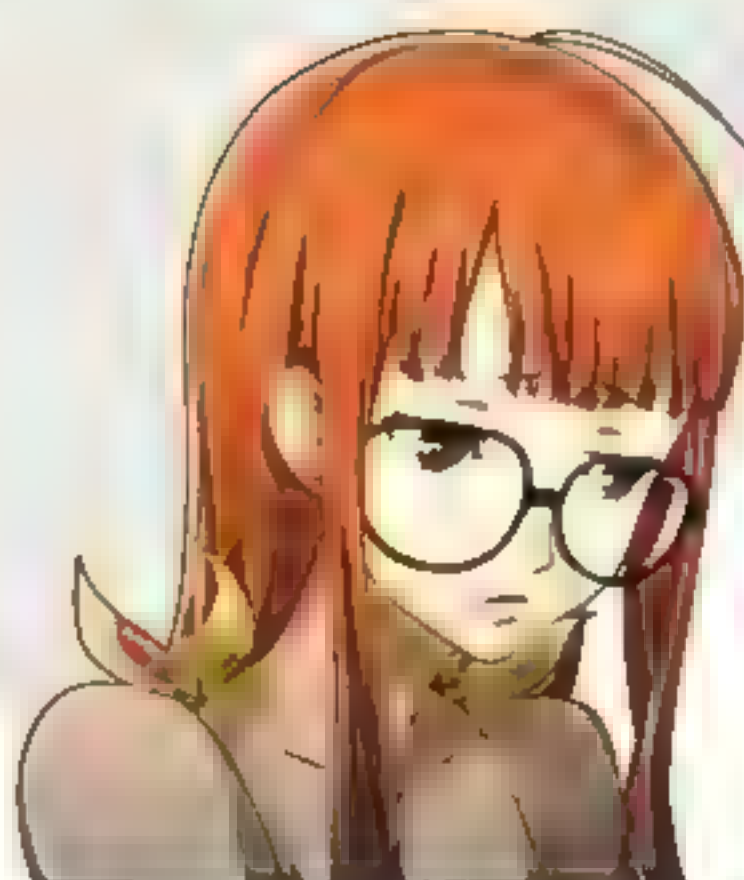
Casual Clothes (winter)



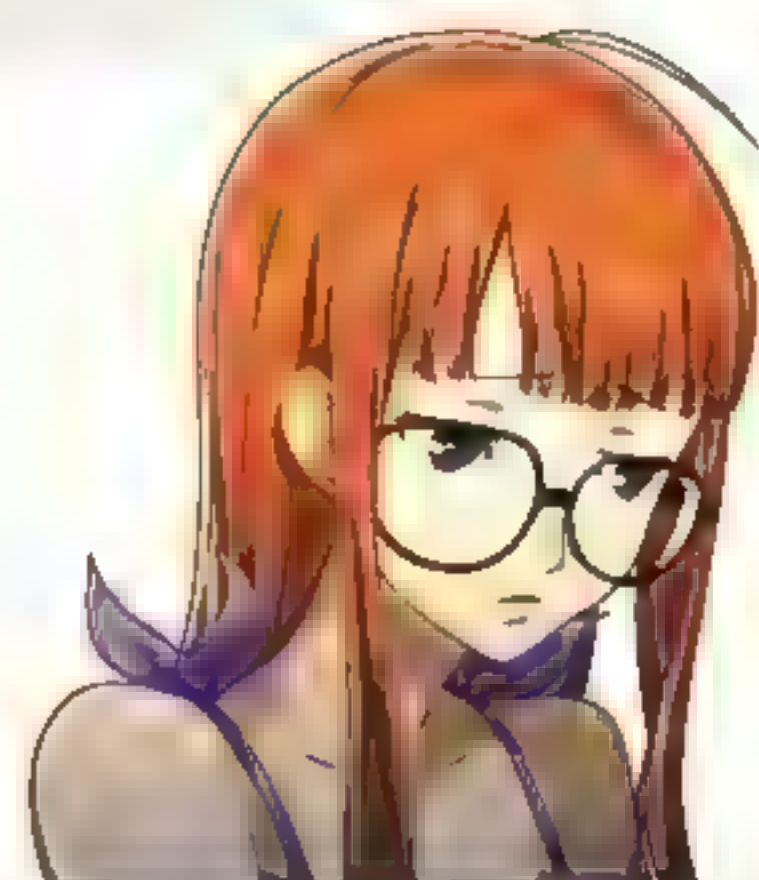
Lounge Clothes



Lounge Clothes (without accessories)



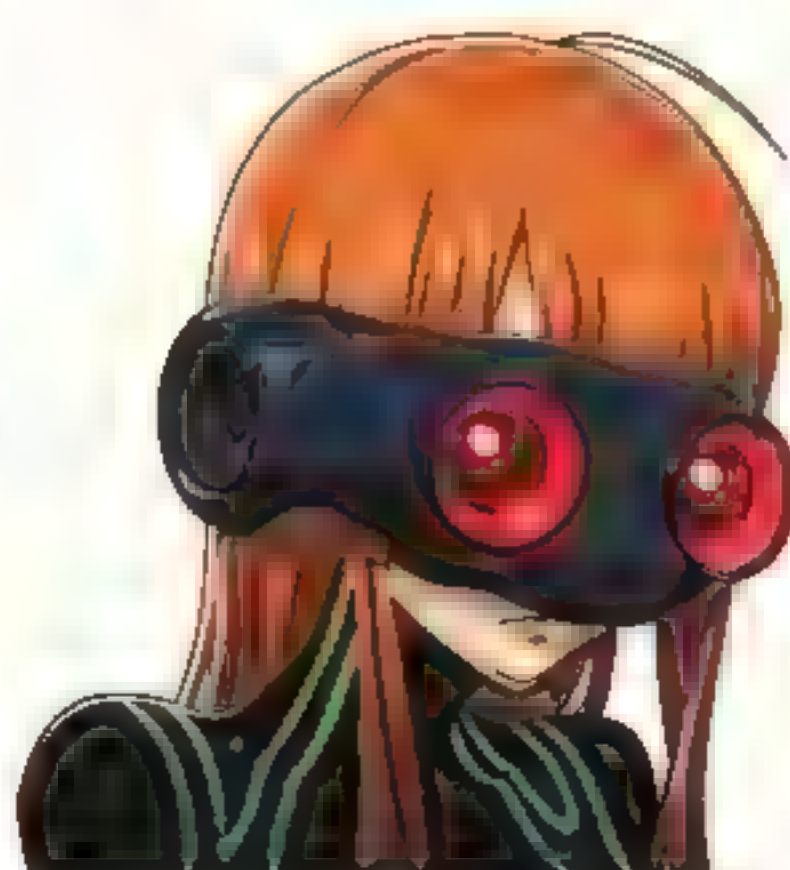
Swimsuit



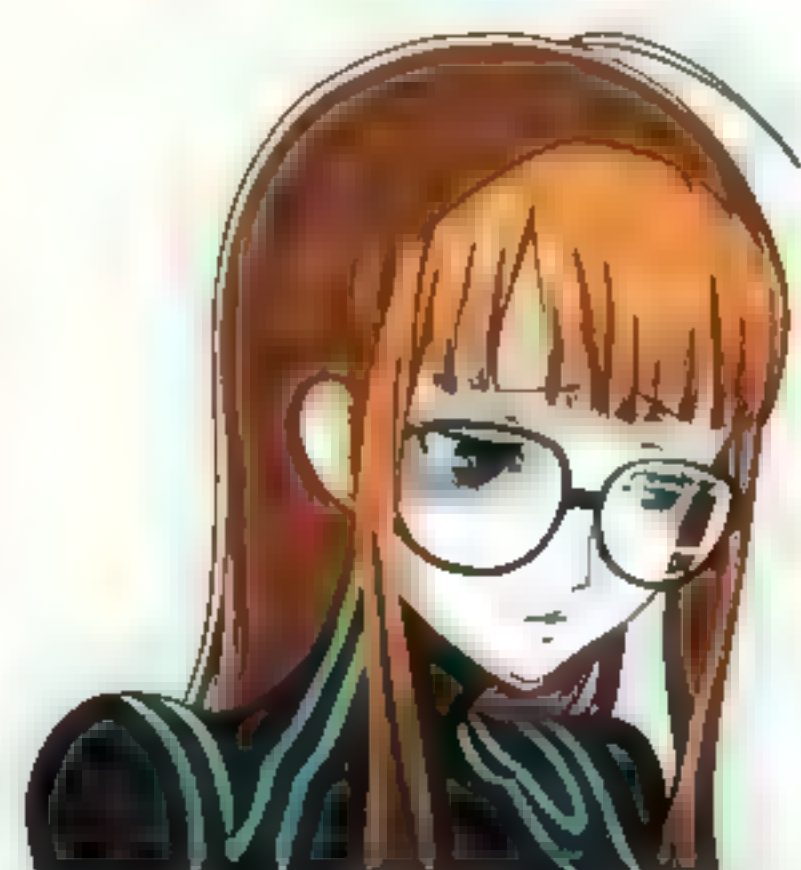
Swimsuit (Cognitive world)



In Destinyland



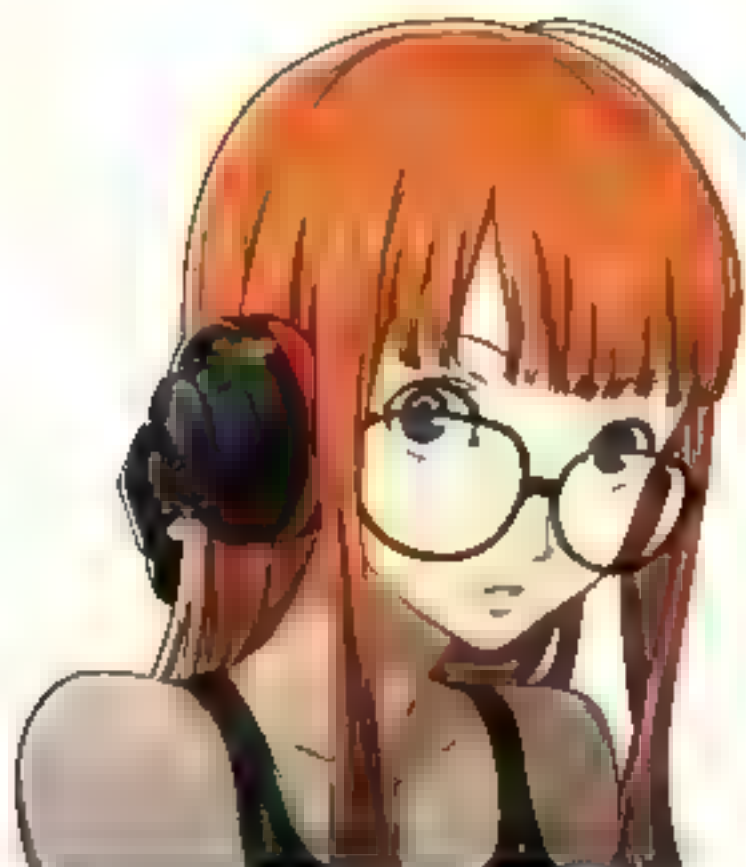
Phantom Thief Outfit 1



Phantom Thief Outfit 2



## ■ Surprised



Casual Clothes (summer)



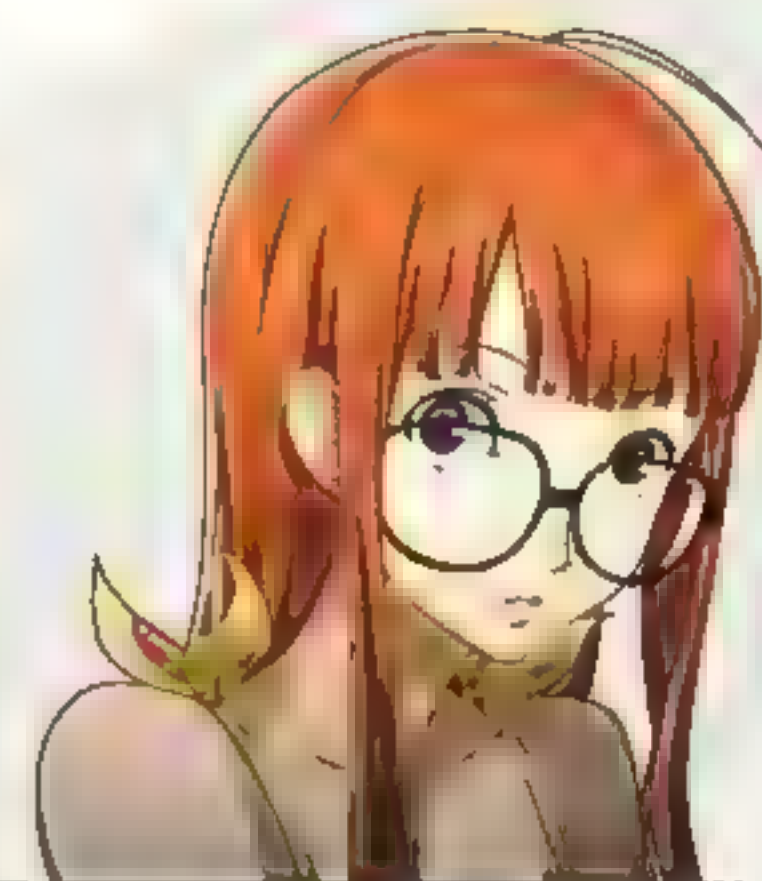
Casual Clothes (winter)



Lounge Clothes



Lounge clothes (without accessories)



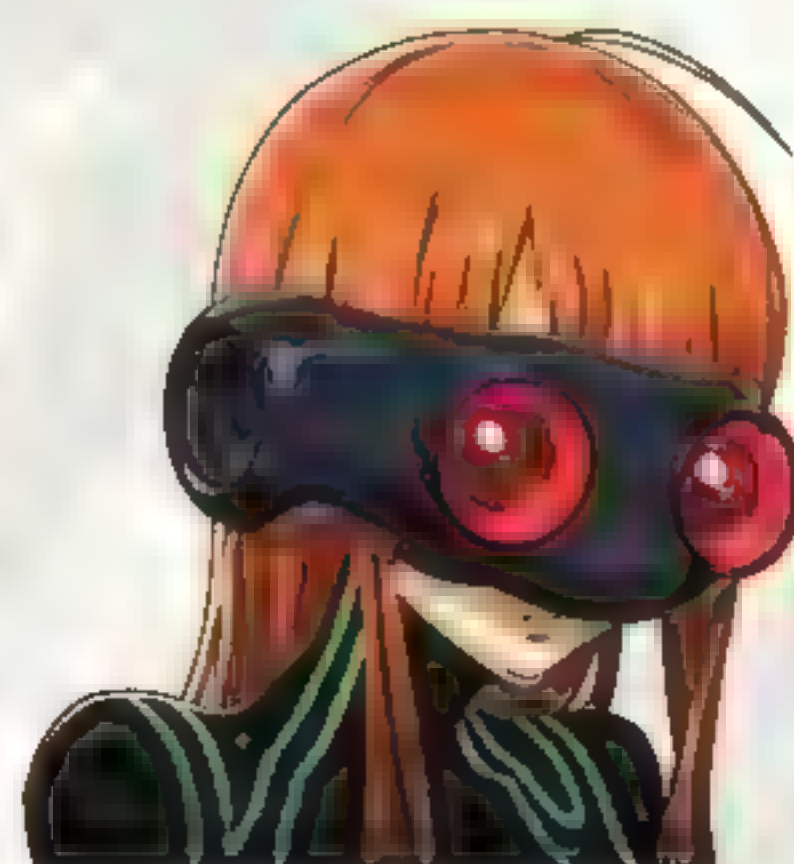
Swimsuit



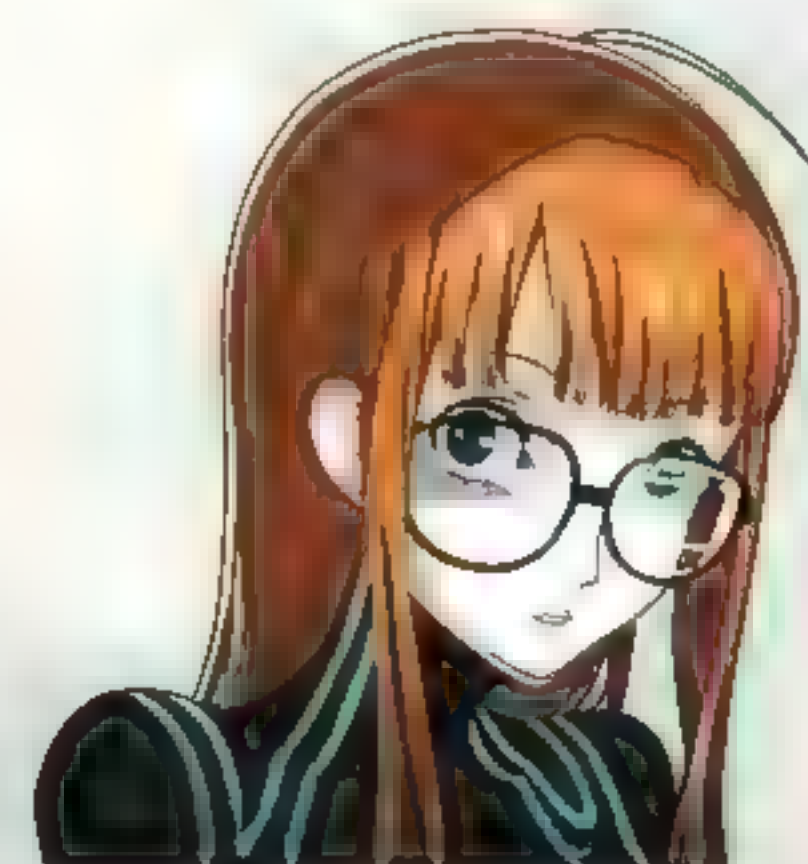
Swimsuit (Cognitive world)



In Destinyland



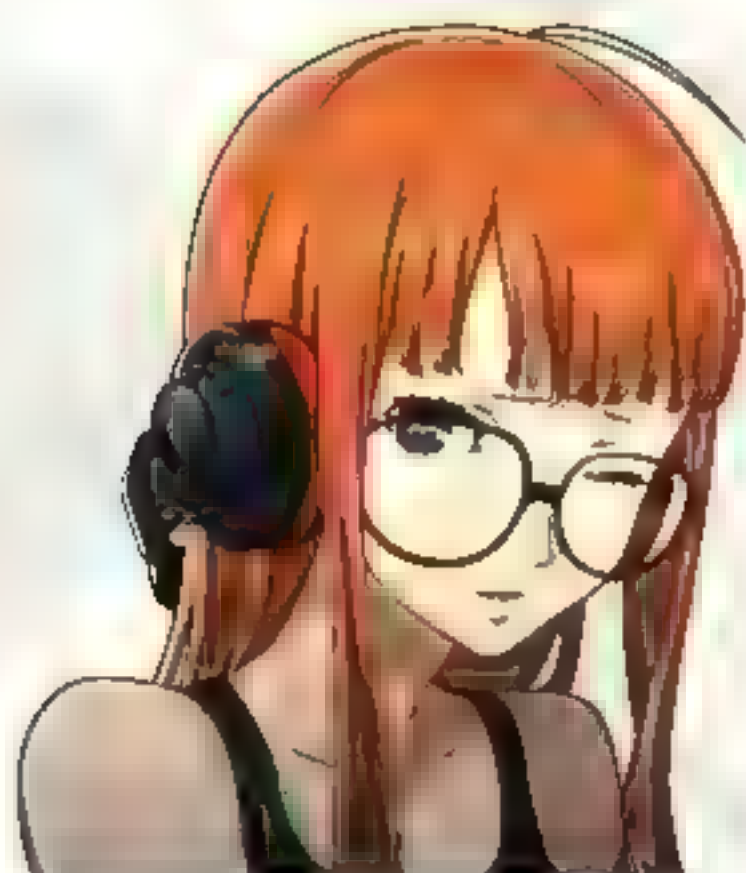
Phantom Thief Outfit 1



Phantom Thief Outfit 2



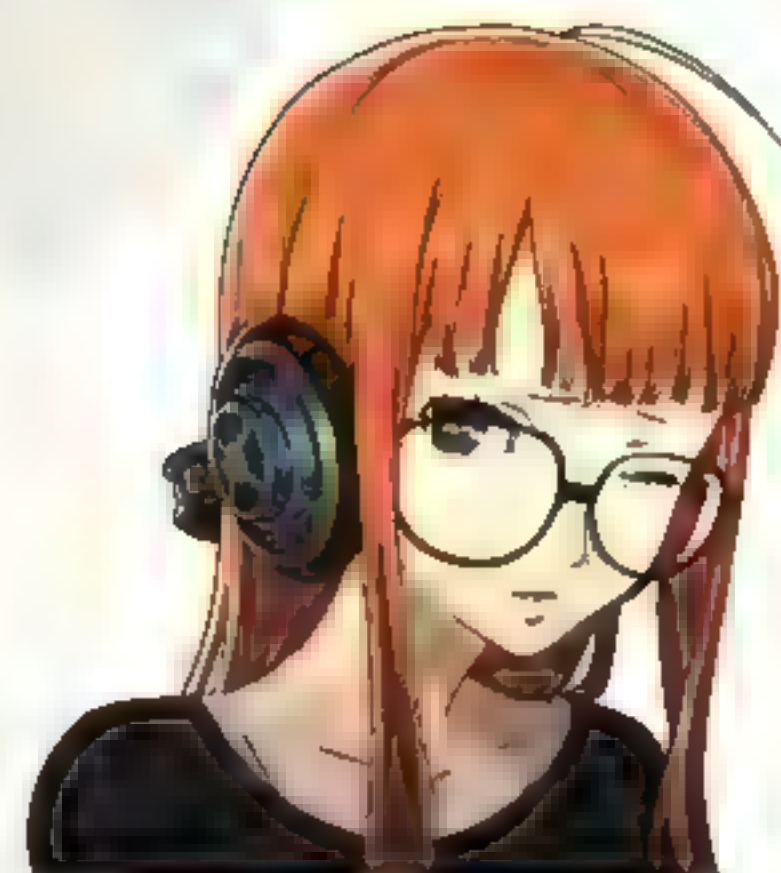
■ Pained



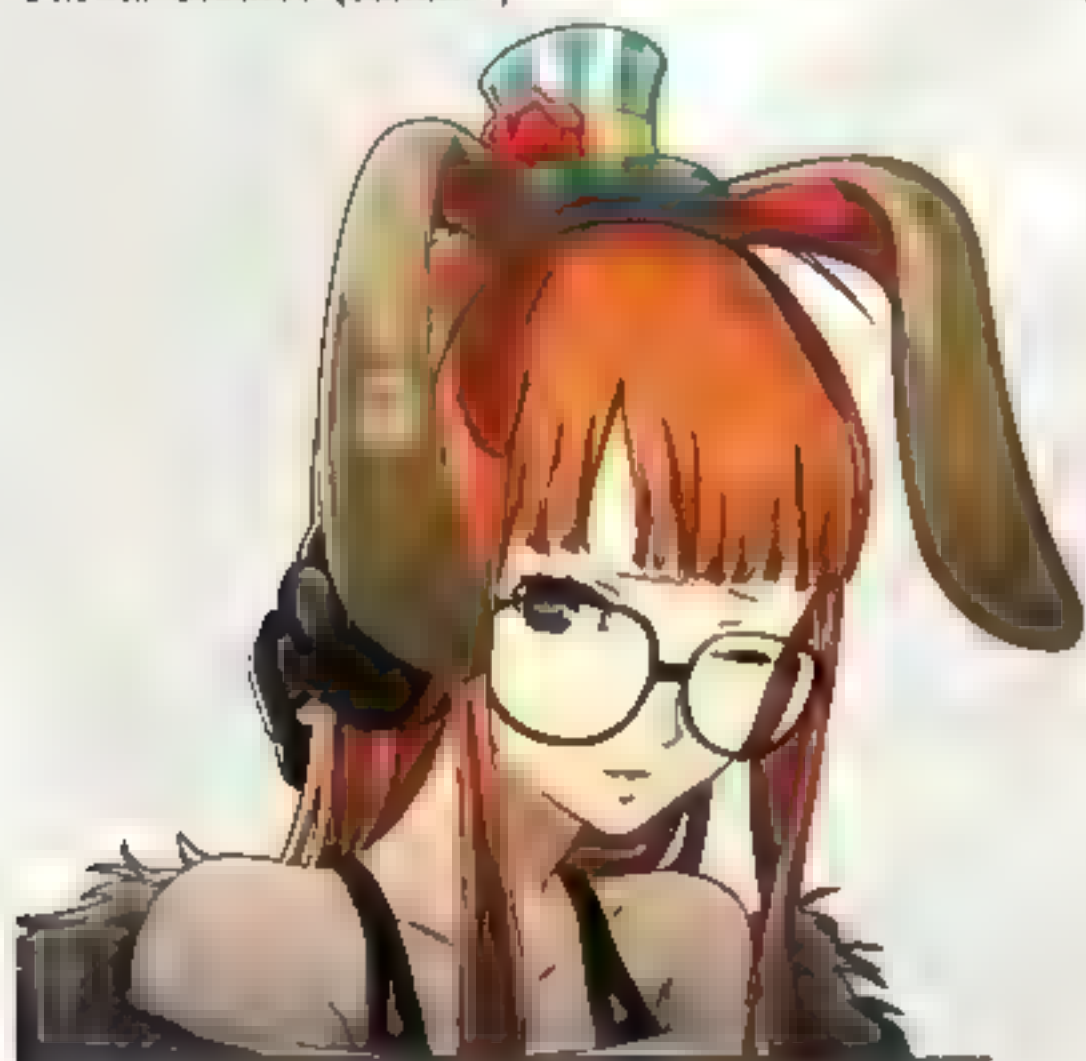
Casual Clothes (summer)



Casual Clothes (winter)



Lounge Clothes



In Destinyland



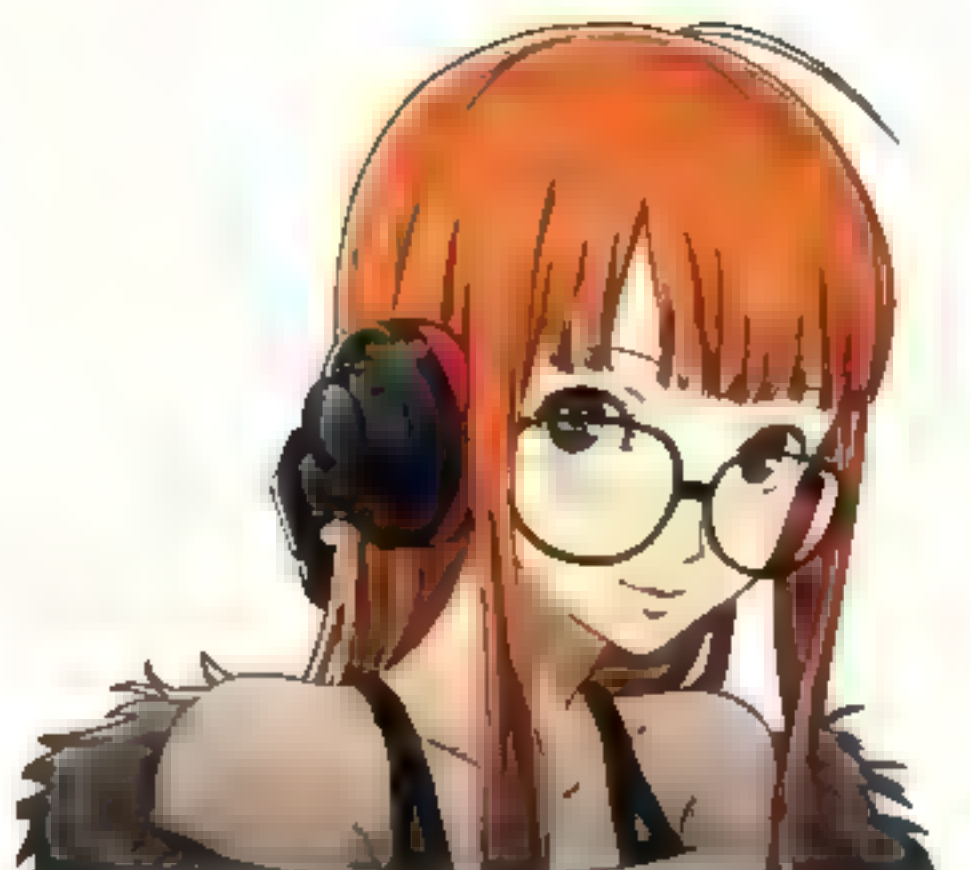
Phantom Thief Outfit 1



## ■ Blush 1

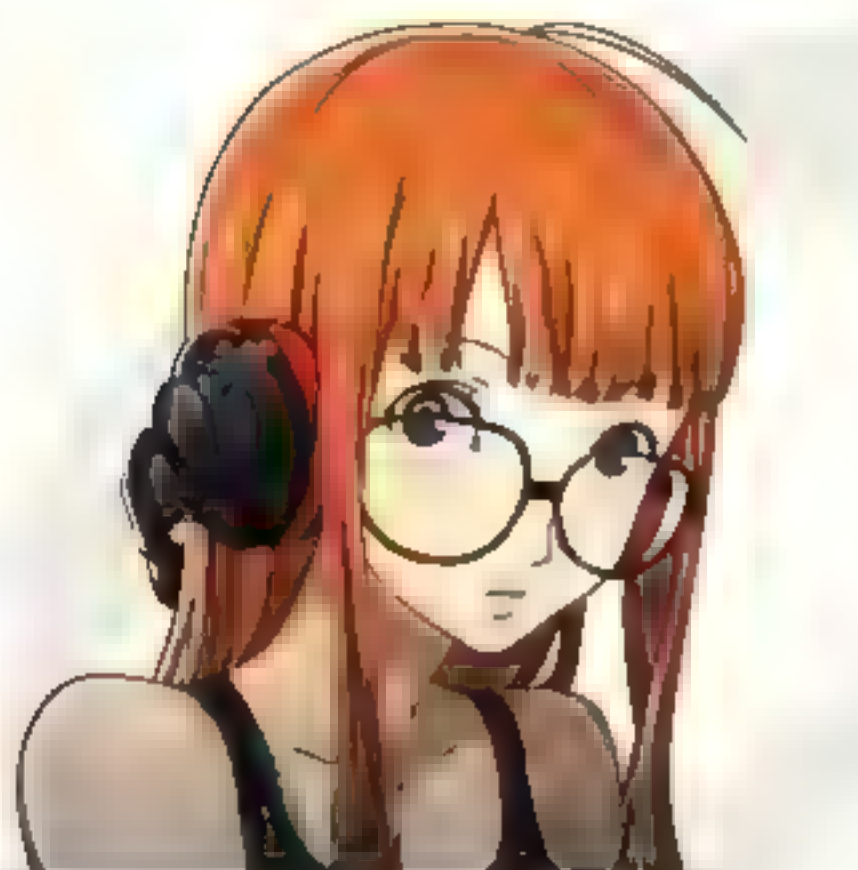


Casual Clothes (summer)

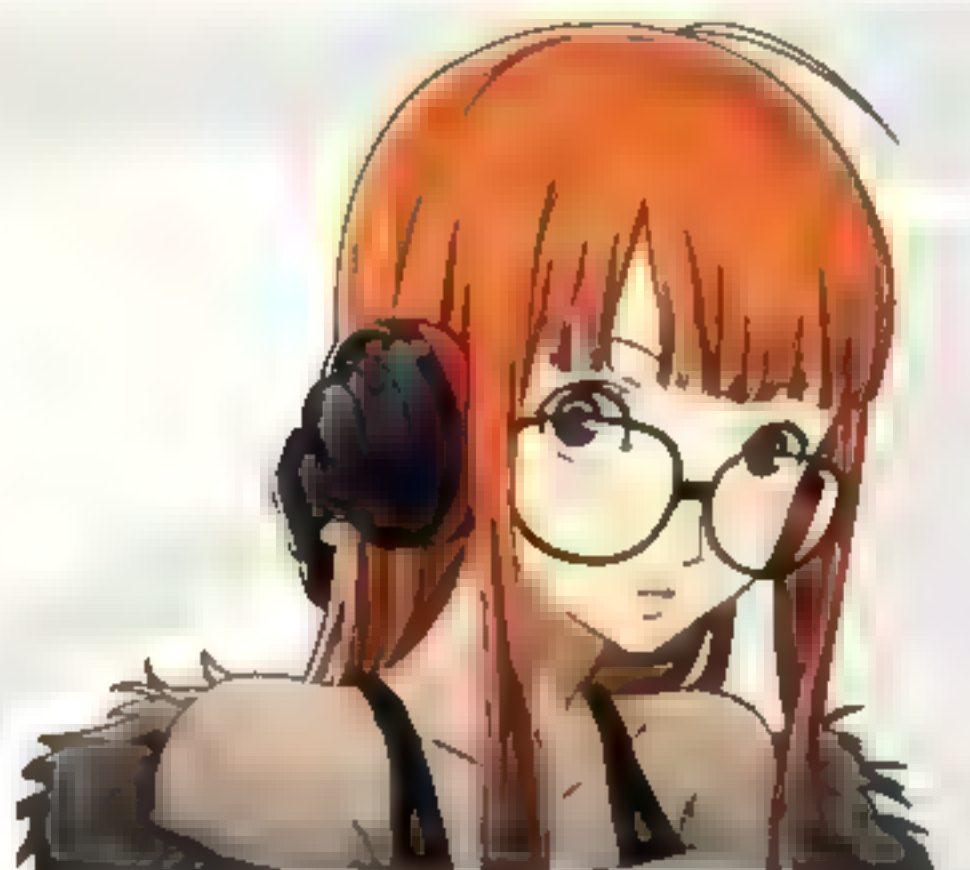


Casual Clothes (winter)

## ■ Blush 2



Casual Clothes (summer)



Casual Clothes (winter)

## ■ Crying



Casual Clothes (summer)



Casual Clothes (winter)

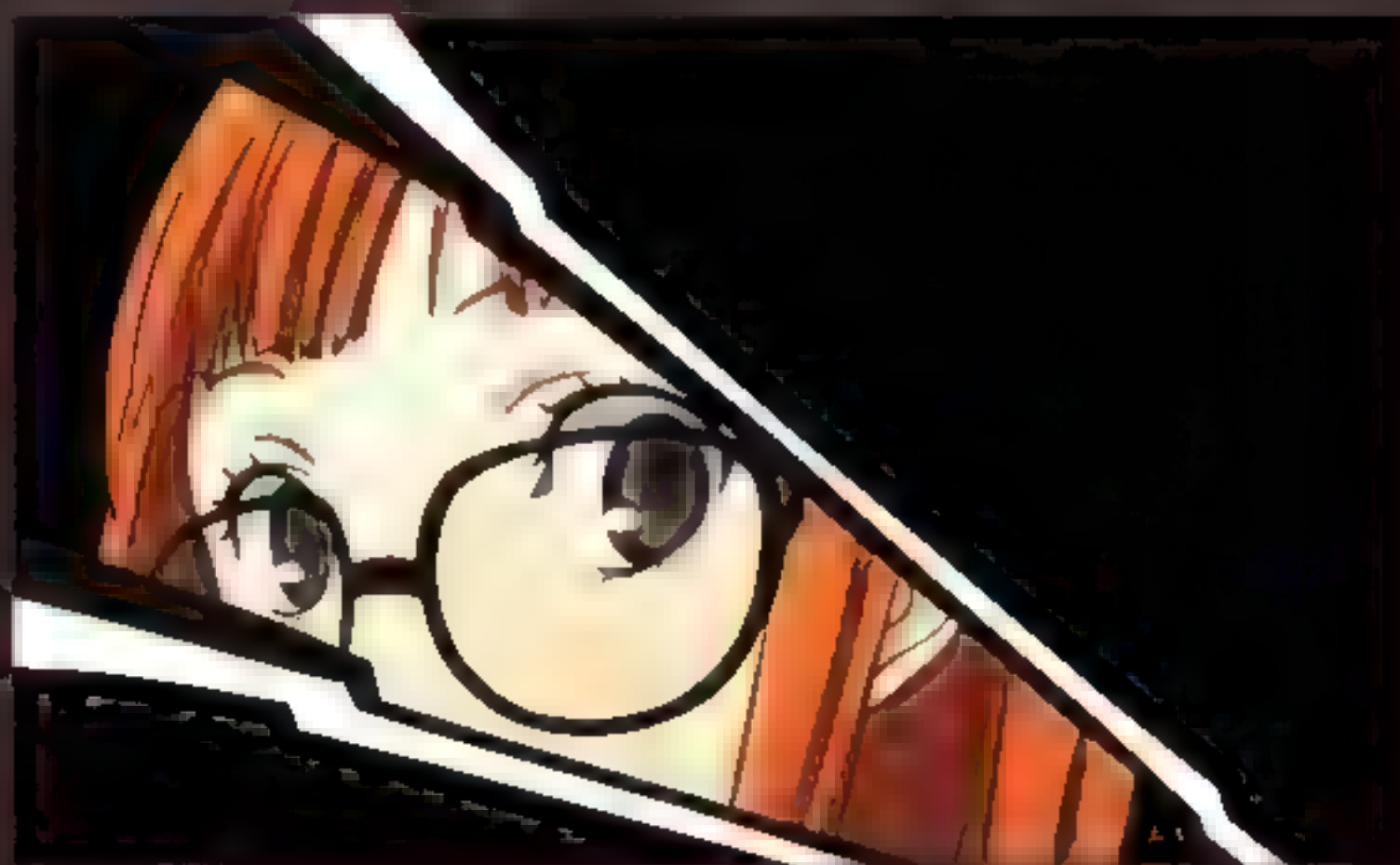
## ■ ...



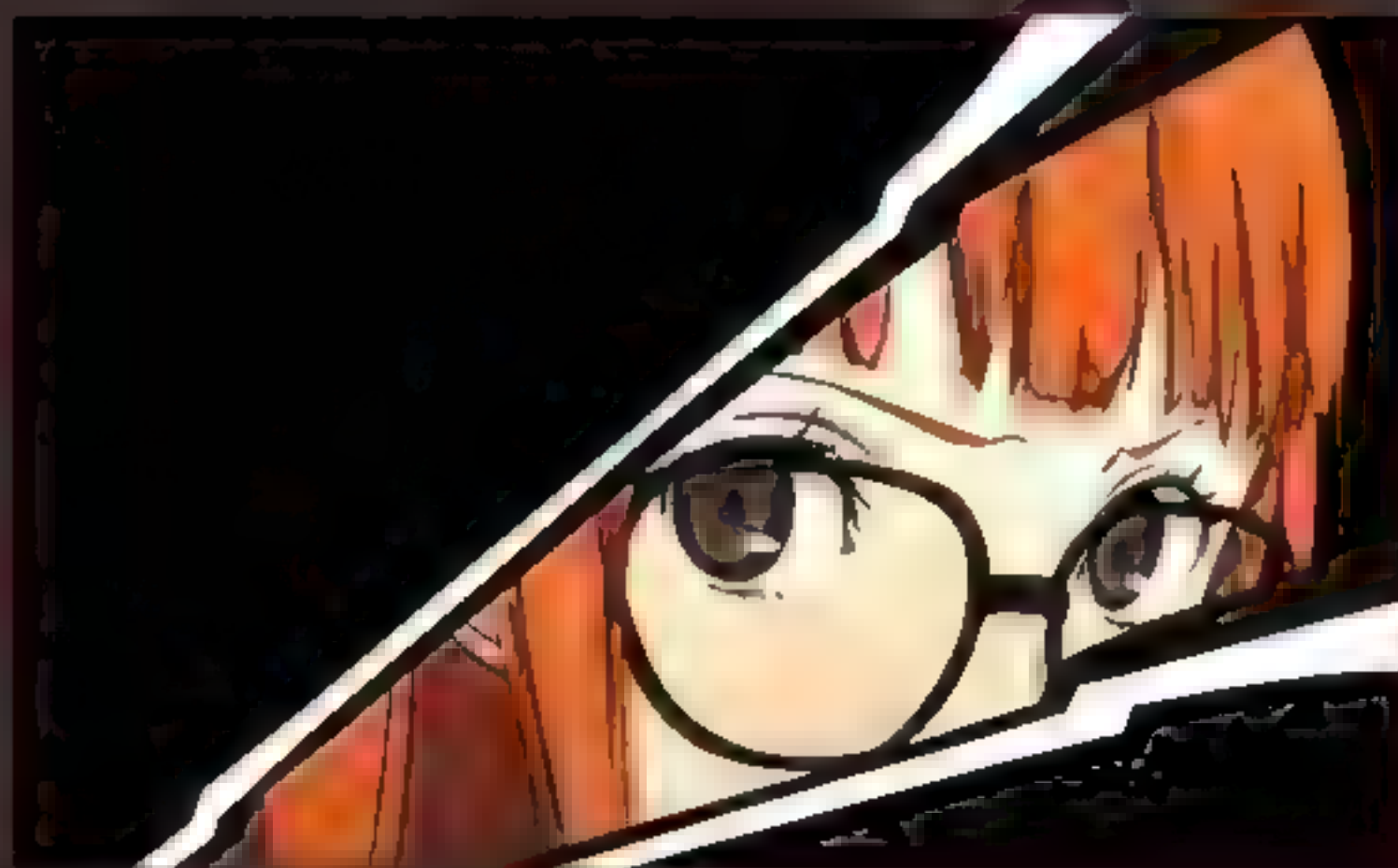
Mask



# Cut-in



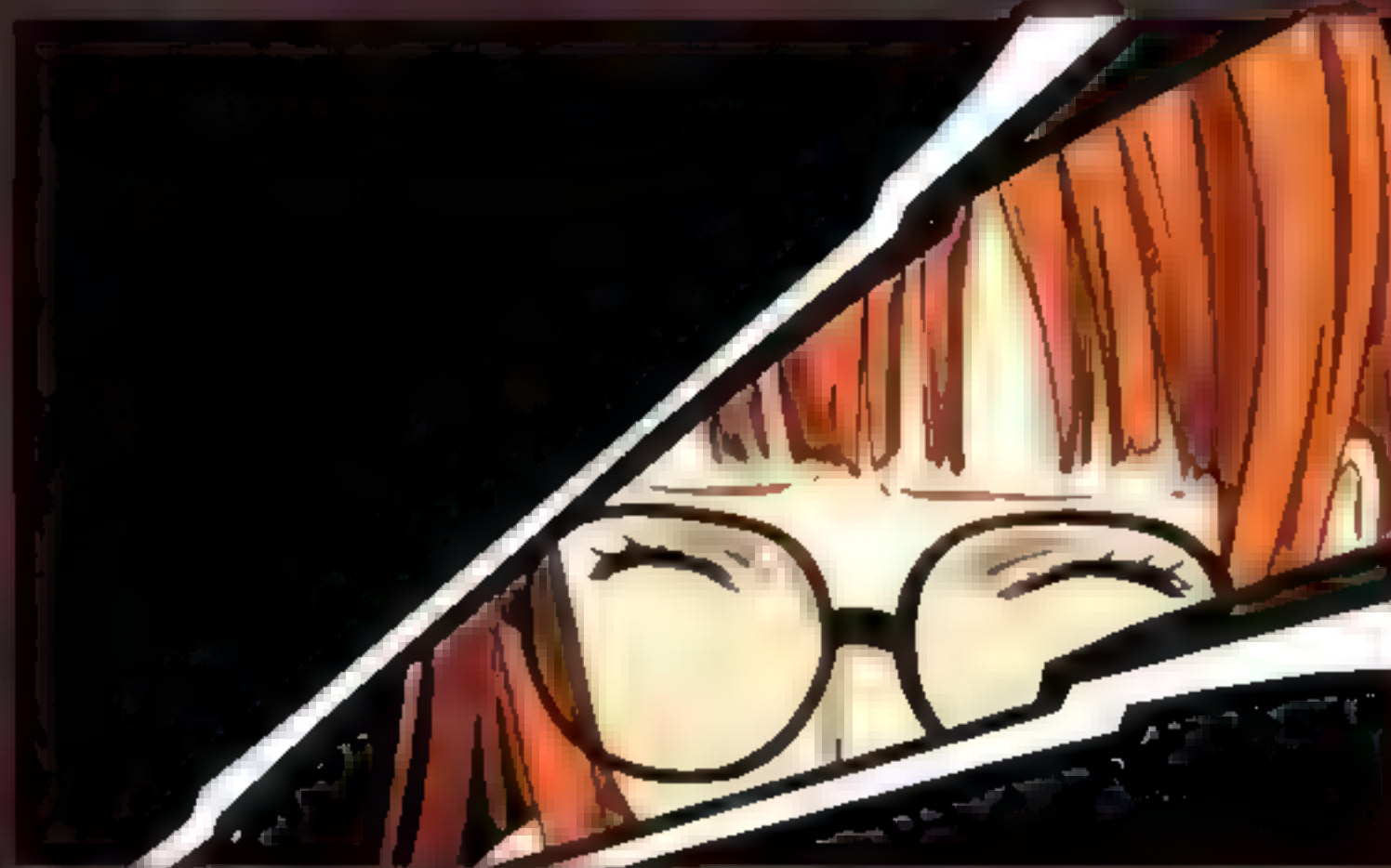
Scheming



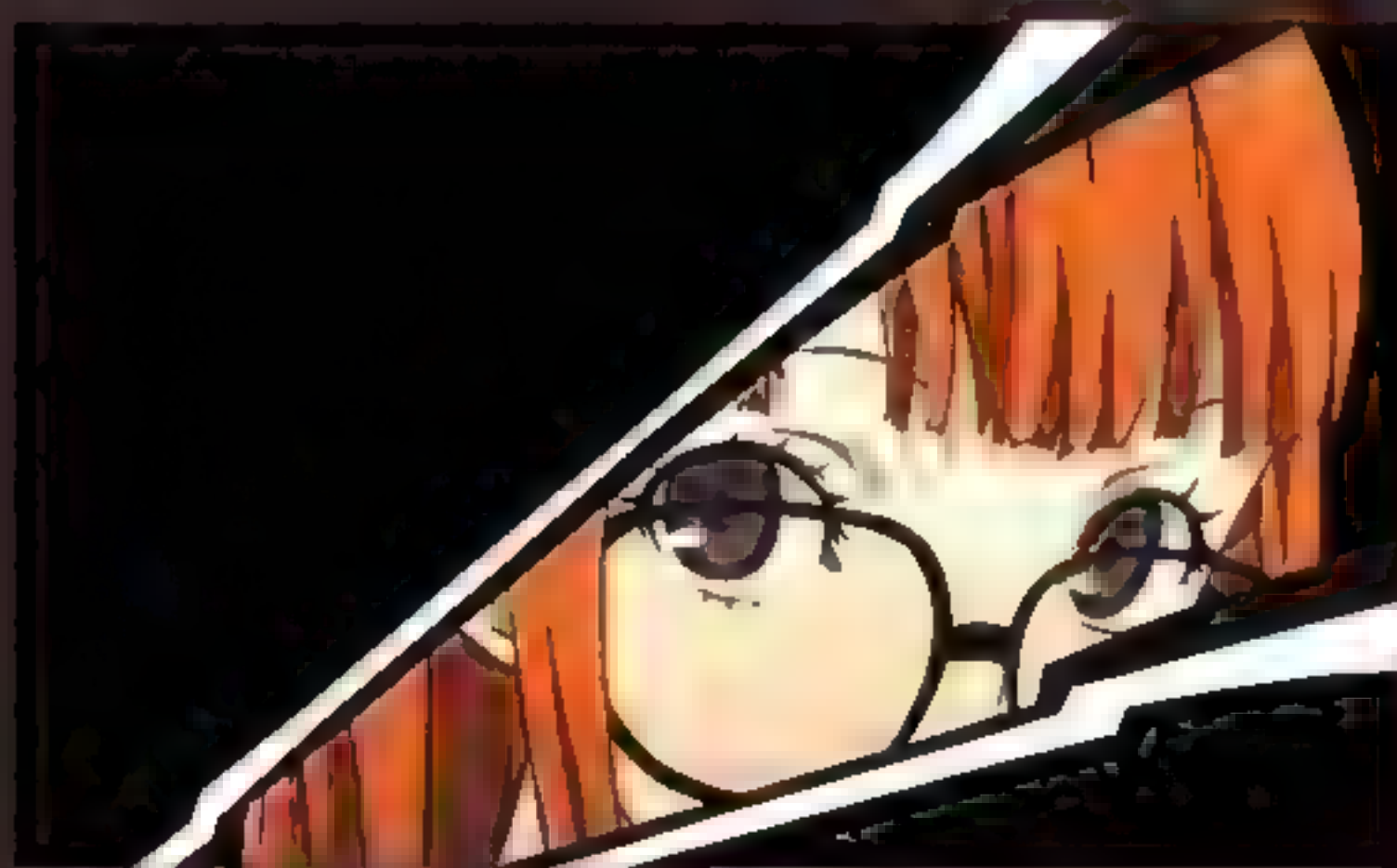
Serious



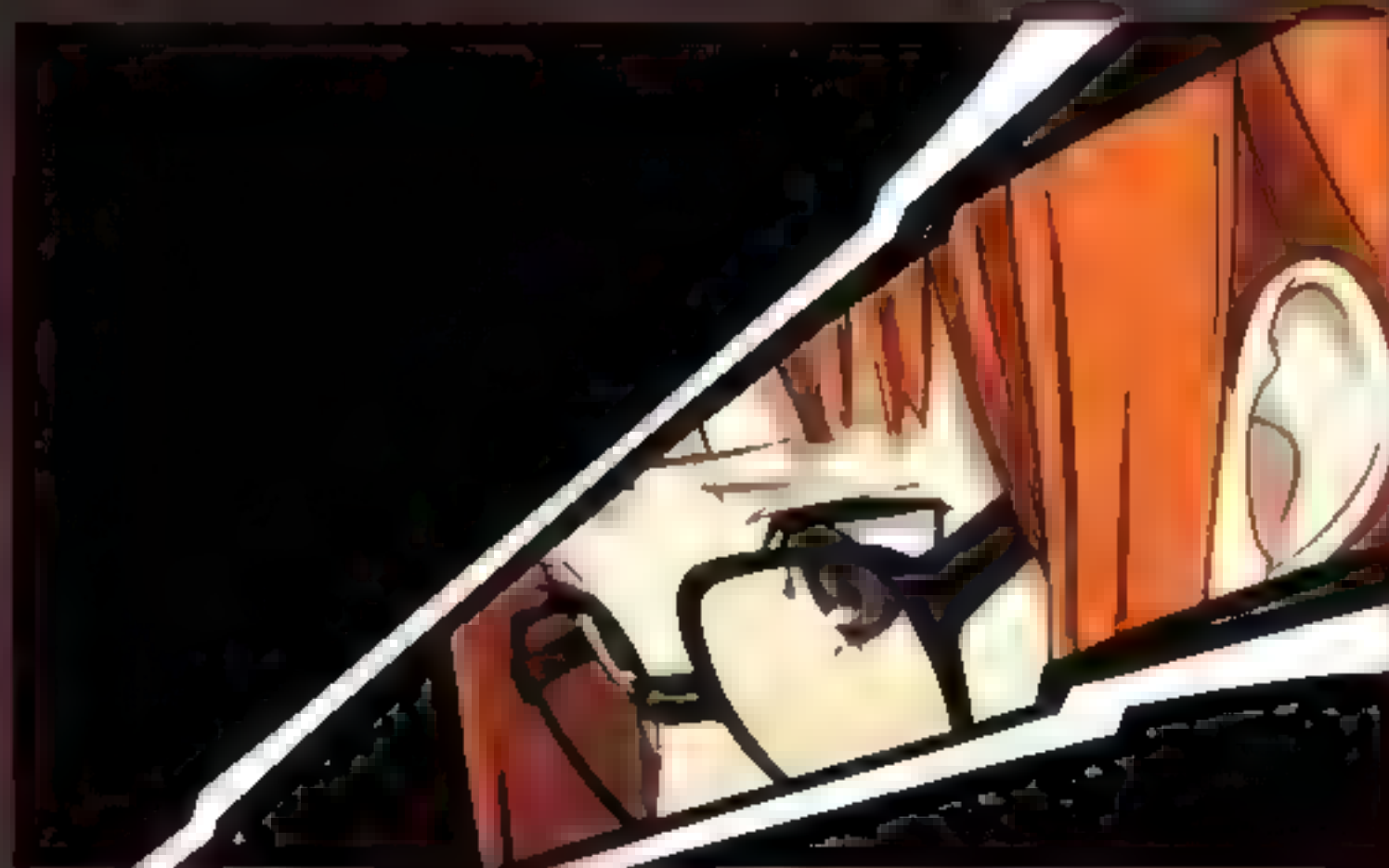
Mad



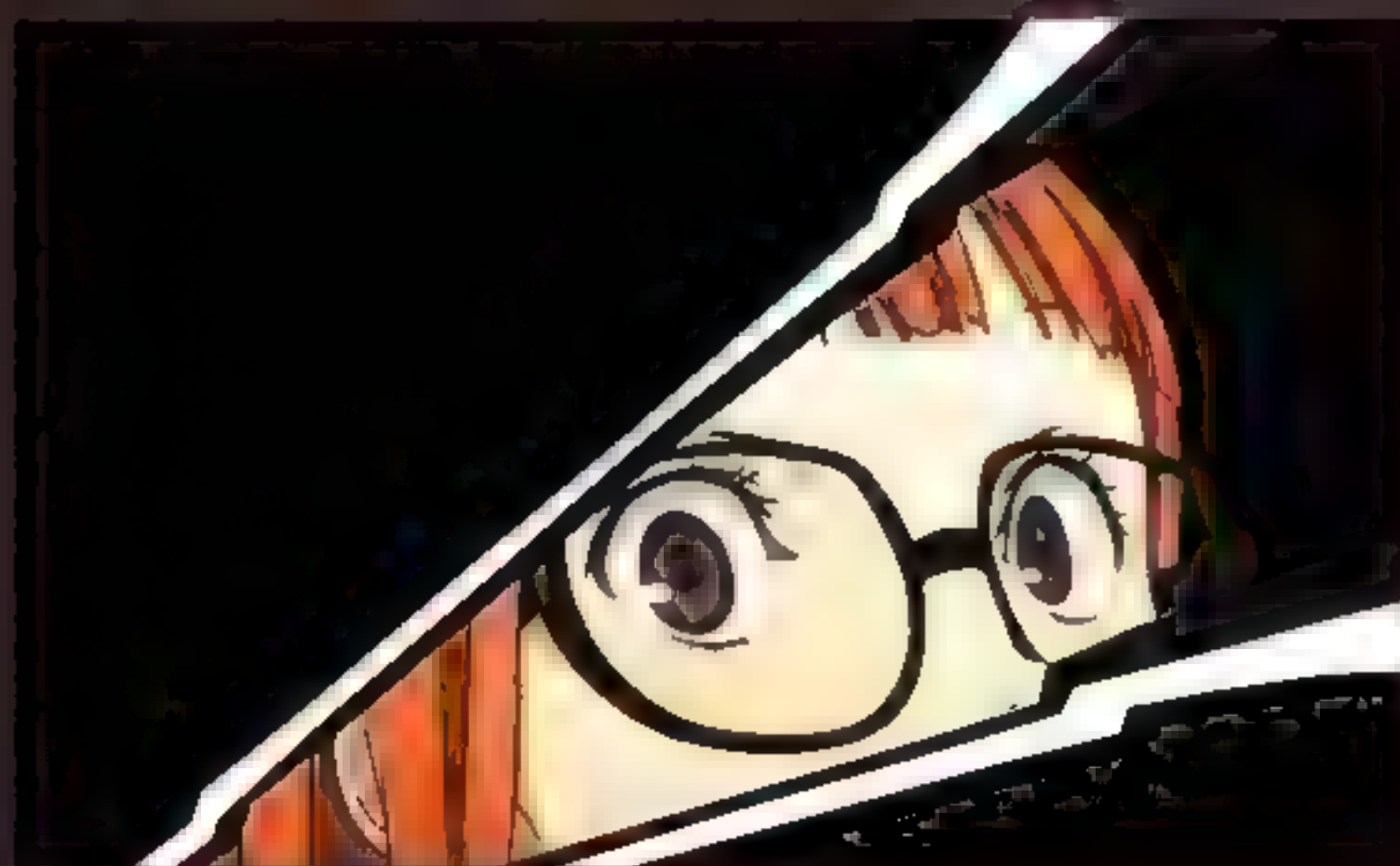
Pained



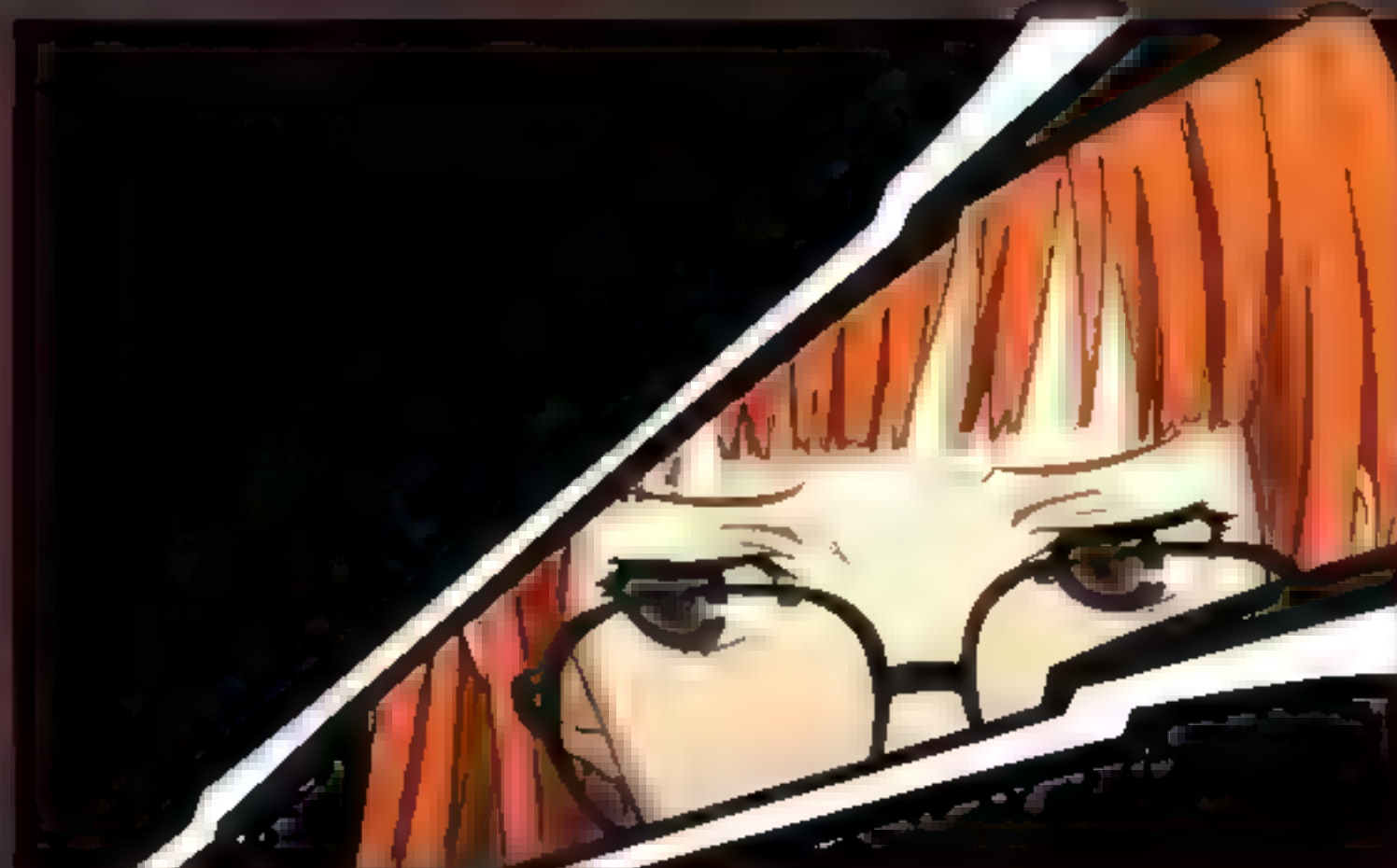
Joyful



Sorrowful



Surprised



Suspicious



## Initial Image

### ■ Casual Clothes







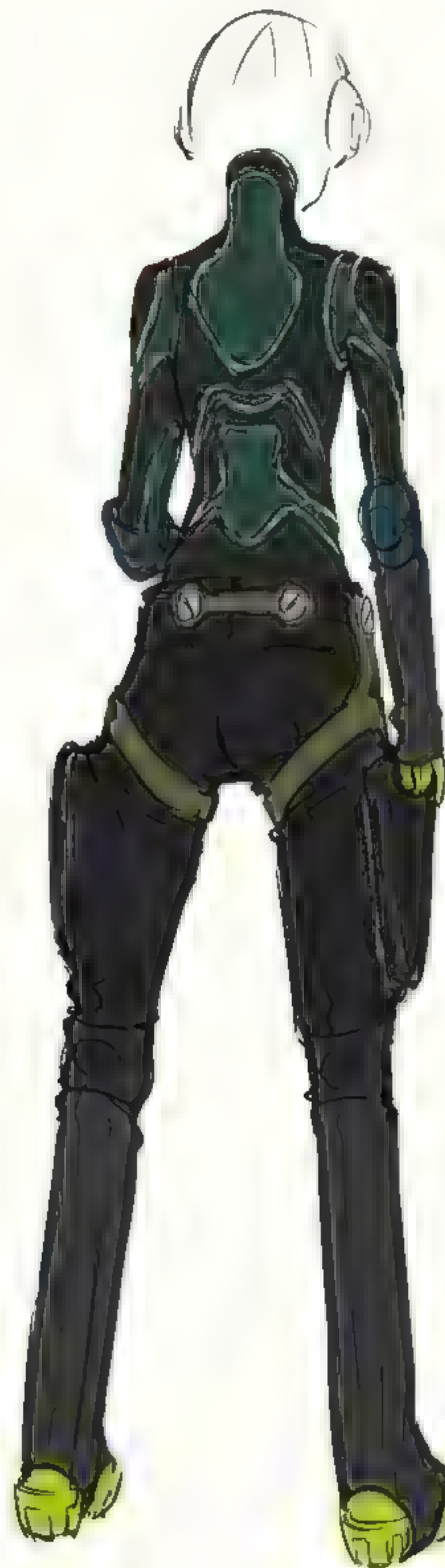
Tシャツ柄  
アスタリスク記号

T-shirt has an asterisk pattern.

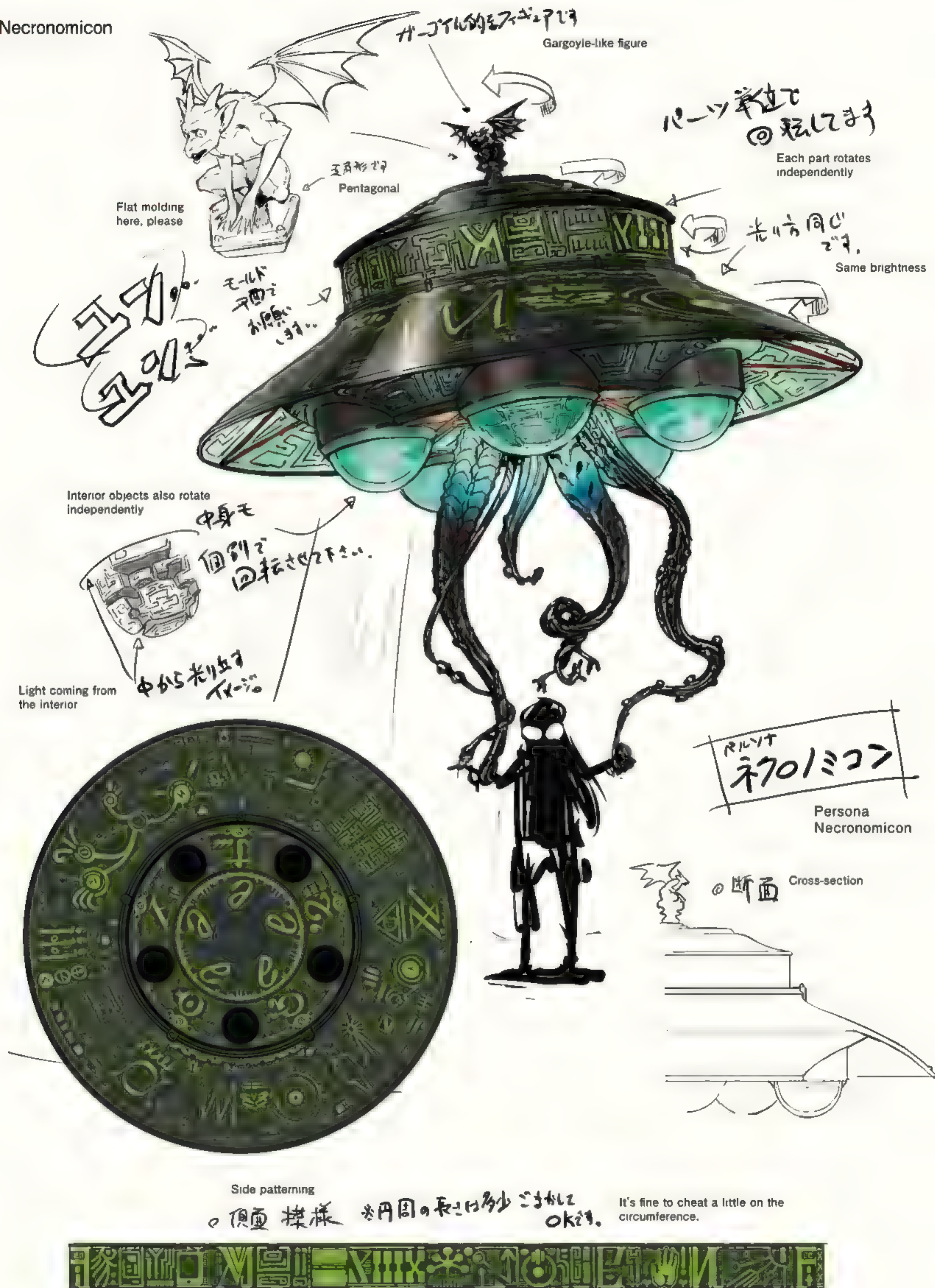


## ■ Phantom Thief Outfit

フタバ怪盗服

Futaba's  
Phantom Thief Outfit







裏面

Rear side



Mold

モールドです。  
Mold

The tentacles come from the central pentagon to bring Futaba inside.

中央五角形のしるから  
触手が出てきてフタバを  
収めます。



中から  
発光する  
Light emitted from inside



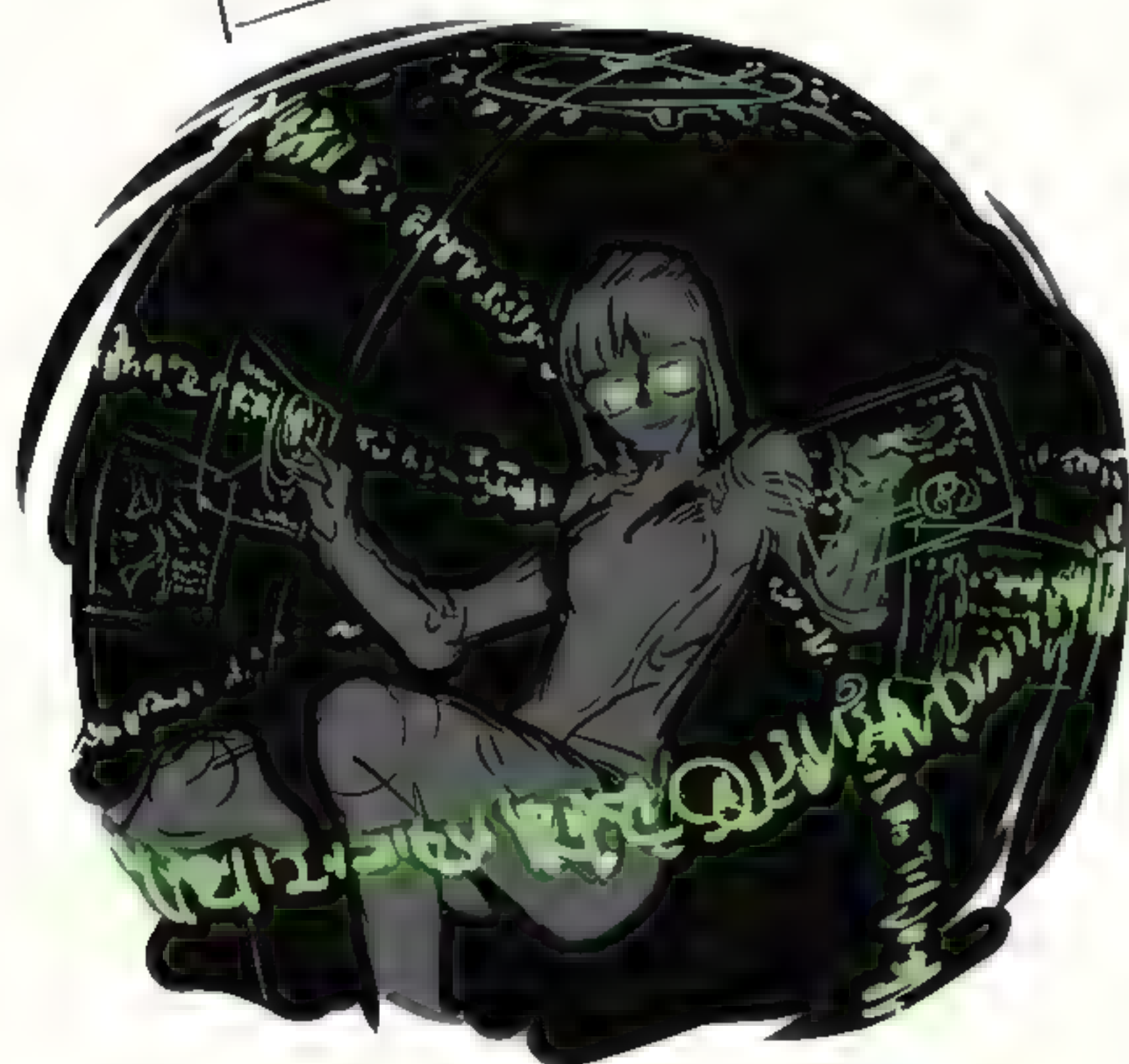
内部から



プロメテウス  
Flame of Prometheus



ネカミコン  
&  
プロメテウス  
内部イメージ  
Inside



進化後  
表示物のパターンと  
カラーが  
進化して

The patterning and coloring  
changes after becoming  
Prometheus.



目の位置をずらす

Eyes and mouth are not centered.



## Initial Image

■ Futaba Sakura





PS74181  
5稿

P5 Futaba  
The 5th Concept Art

私服  
Loungewear



Creator's Comment

The design process was pretty smooth once I had established Futaba Sakura's character concept. I've also drawn a more active Futaba leaving her house with her electronic gear, but every sketch is supposed to highlight her geekiness





## Creator's Comment

When I first drew Futaba in her lounge clothes, my co-workers liked it so much that I decided to finalize the idea. Futaba wears shorts and knee-high socks when she leaves the house too, because I didn't want to stray too far from the lounge-clothes look.



# MAKOTO CHATEAU

Haru Okumura



Milady

VA : Xanthe Huynh (EN)  
Horuka Tomatsu (JP)

Haru Okumura



A third-year student at the protagonist's high school and Makoto's classmate. She's the daughter of the president of a large food manufacturer, but she gave up on her future after her strong-willed father forced her into an engagement with a politician's lazy son. She's found a ray of hope with the Phantom Thieves and, after a chance encounter with Morgana, ends up facing her father with the thieves by her side. Her initial Persona is Milady.



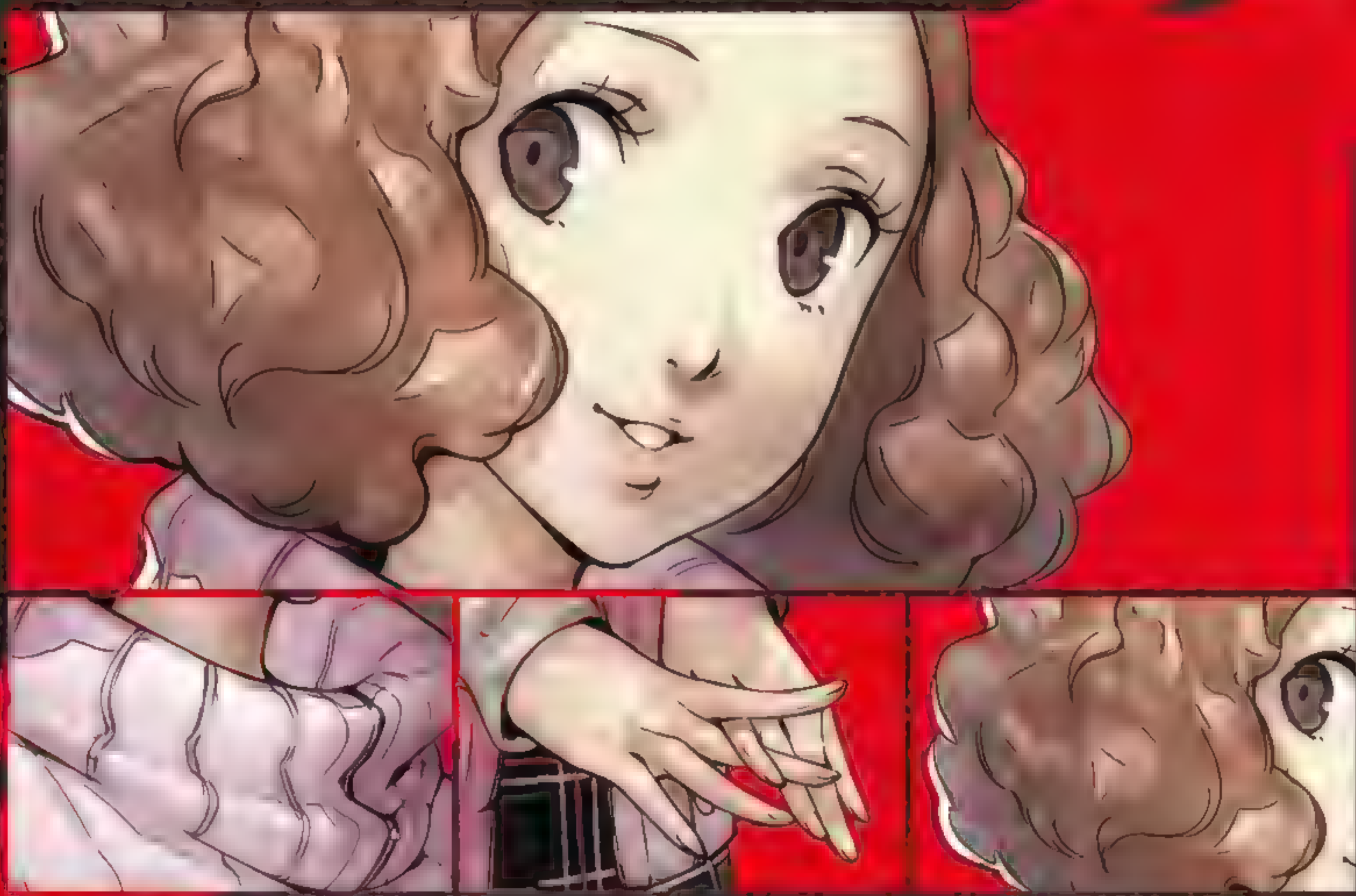
## Main Illustration



Creator's Comment

Haru is a character who changed a lot during the designing process. Her grade has changed several times, and she even started off as a make character. This is because Haru is the final character to join the main party. It took time for me to figure out what kind of character was best to round out the team, though I knew from the beginning that I wanted a kindhearted character.

Appearance-wise, Haru looks very soft and fluffy. I normally draw characters who look a



Profile	
Gender	Female
Height	158 cm
Weight	I'll let you decide
Grade	Third year
Zodiac sign	Sagittarius
Blood type	A
Codename	Noir
Arcana	The Empress
Family	Father (dies during the main story), live-in housekeeper and employee
Talents	Ballet, tea ceremonies, tea tasting (she can guess the blend and where it's from, and she's started tasting coffee too)
Habits	Holds her hands behind her back, slightly overreacts
Hobbies	Gardening, handmade crafts
Favorite food	Dishes that showcase their ingredients, and dishes with strong flavors. After feasting constantly on gorgeous full-course dinners, she's developed a sophisticated palate for a high school student. Now she appreciates savoring the actual ingredients. She has an appreciation for ingredients with unique smells and flavors, such as fermented fish or blue cheese.

bit more severe, so Haru's soft appearance was a different kind of experience for me. If I were to compare her to Fuuka from "Persona 3", I designed Fuuka's "meekness" to come to the foreground. Haru's also kind and laid-back, but she's got an inner strength that matches her kindness. Unlike with Fuuka, I tried to make sure Haru's design didn't depict weakness.

Every part of Haru is important to her total look, including her hairstyle, clothing, and tights. Above all, I took care to make sure that her hairstyle and clothing didn't take away from her gentle atmosphere.











## Phantom Thief Outfit



Creator's Comment

After Haru's Persona became Milady, I decided to model her thief outfit after the Three Musketeers. Unlike most of the other characters and ideas in this game, the Three Musketeers are firmly on the heroic end of the scale. As I carried on with the design, I became concerned: "Is this design at odds with the other members of the crew and their Personas? Everyone else has one clash?" I went through a lot of trial and error deciding whether I could add anything to Haru's thief outfit to give it better embody



the Three Musketeers. She uses heavy weapons like axes and grenade launchers, which provides a contrast against her kindhearted personality.

I was originally going to have Haru trained in the art of classical Japanese dancing, and I played with the idea of her wearing a Noh mask. When I actually drew her in a black outfit and a Noh mask. She looked terrifying, as if she were ready to stab her father! Since I already had a character wearing a Japanese style fox mask, I decided to do away with this idea. If you draw a Noh mask even slightly crookedly, it doesn't look like a Noh mask anymore. I kept thinking of how hard it would be if I had to draw it over and over again, and I really wanted to quit...(\*laughs\*)



## Milady







#### Creator's Comment

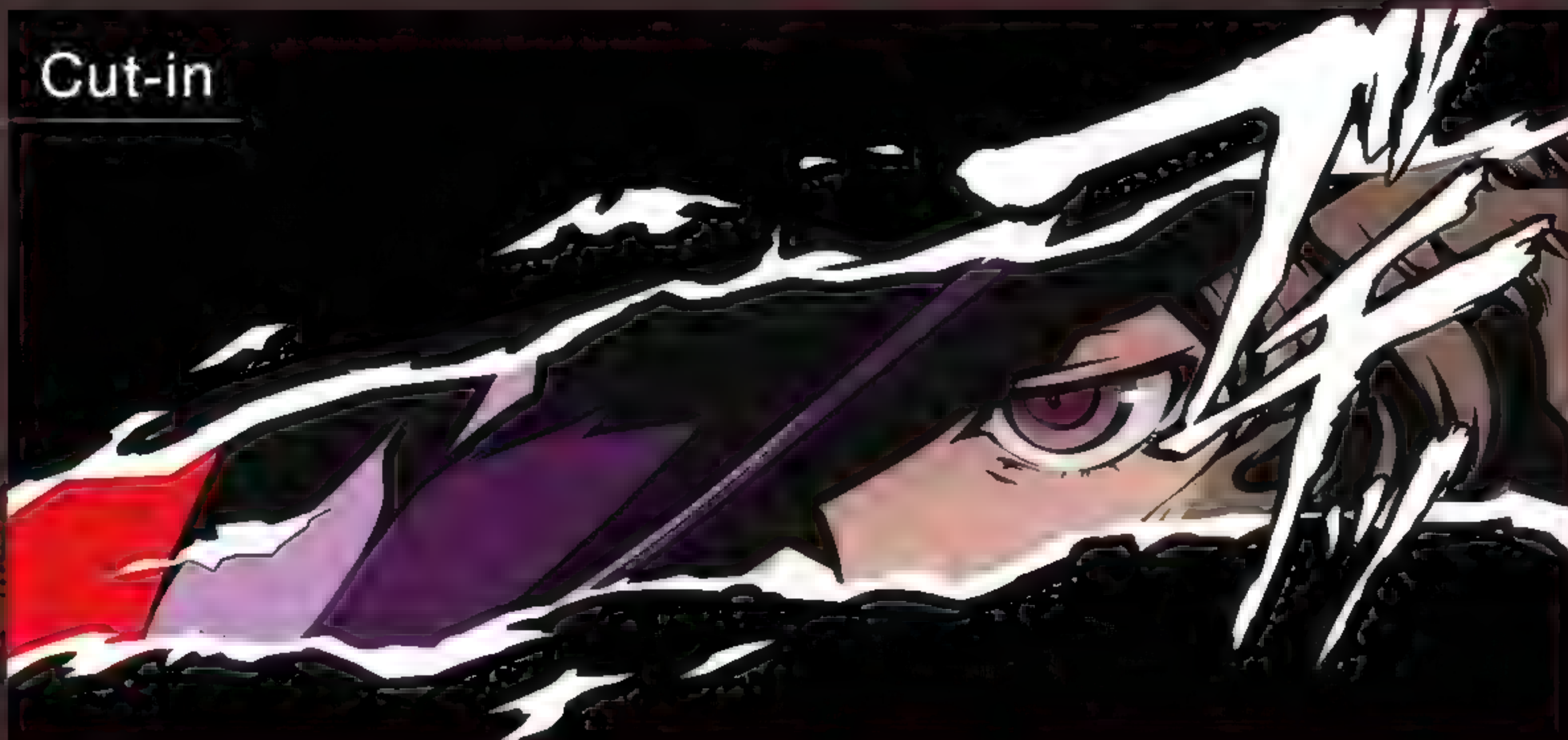
Regarding Haru's character design, I modeled her thief outfit after the Three Musketeers once I had decided on her Persona, Milady. The other characters also have a connection between their thief outfits and their Personas, but the relationship is particularly strong in Haru's case. Milady isn't a character that's known to Japanese audiences, so I planned to present her alongside Haru's design.

I envisioned Milady as a two-sided character who approached her opponent under a gentle, innocent facade, all the while pulling the strings so that she could rise to the top. I initially drew her hiding all kinds of weapons to use as assassination devices, but the weapons weren't really hidden in the design and the concept of assassination devices felt more Chinese than European. She ended up as a character who was both a noblewoman and a coldhearted killer, as evidenced in her battle motions, who pulled out her hidden weapons to attack her opponents head-on.

A unique part of Milady's design is her face. Her head is just a mask with eyes, like the ones you see in masquerade balls, giving her a mysterious, unidentifiable quality.



## Cut-in



## Finishing Touch

## Confidant Screen





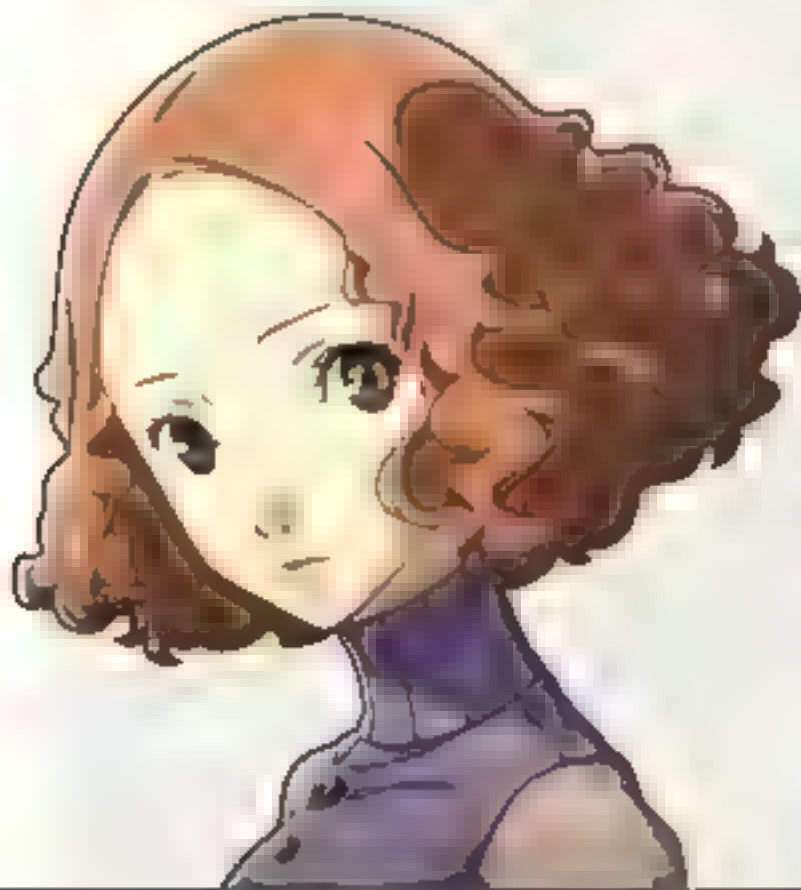
# All-out Attack





# Close-up

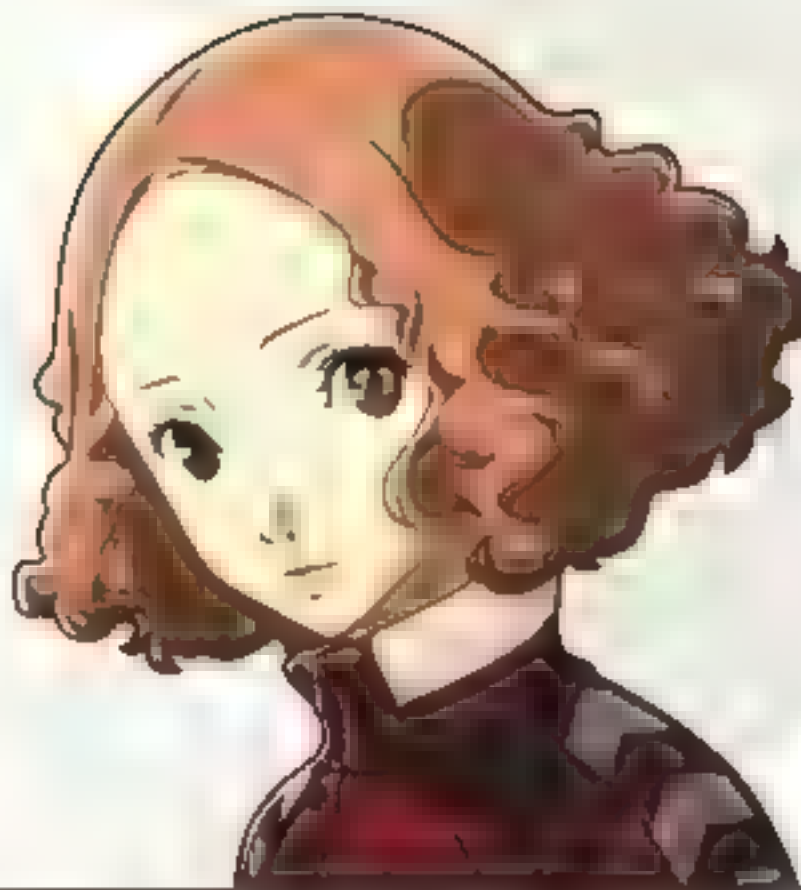
■ Normal



School Uniform (summer)



School Uniform (winter)



Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



Phantom Thief Outfit



Swimsuit



■ Smiling



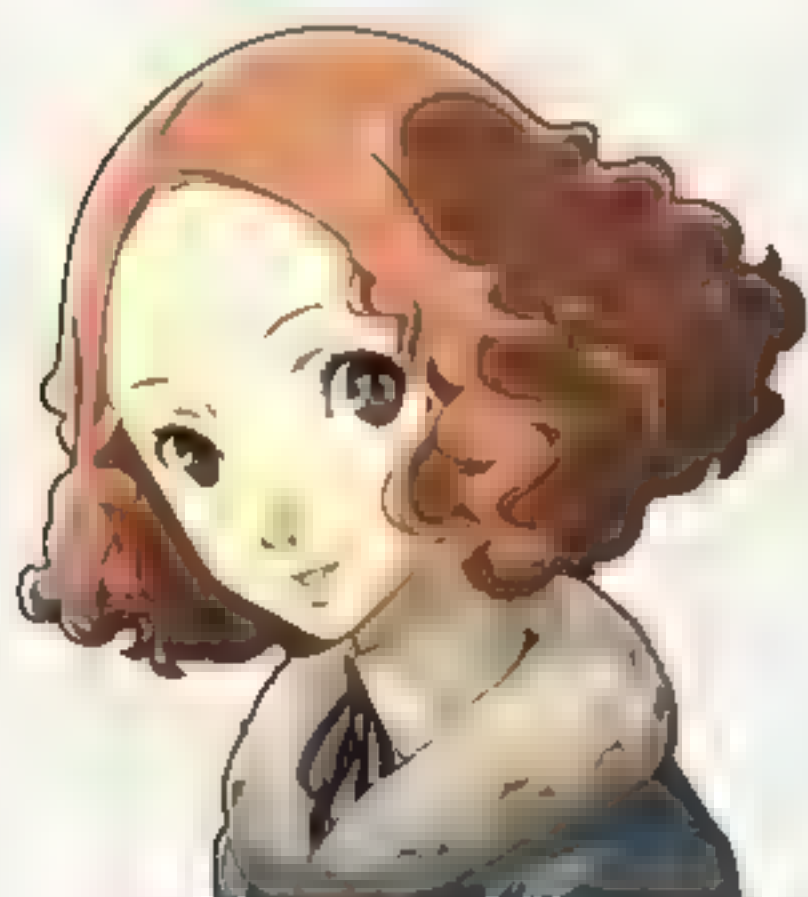
School Uniform (summer)



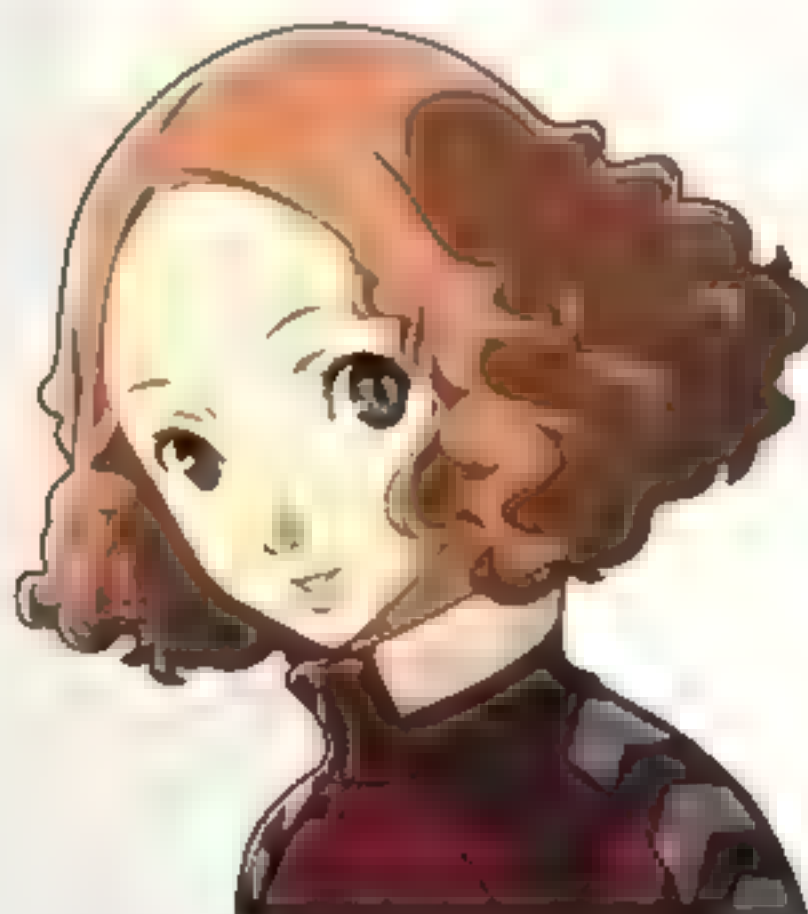
Casual Clothes (summer)



School Uniform (winter)



Casual Clothes (winter)



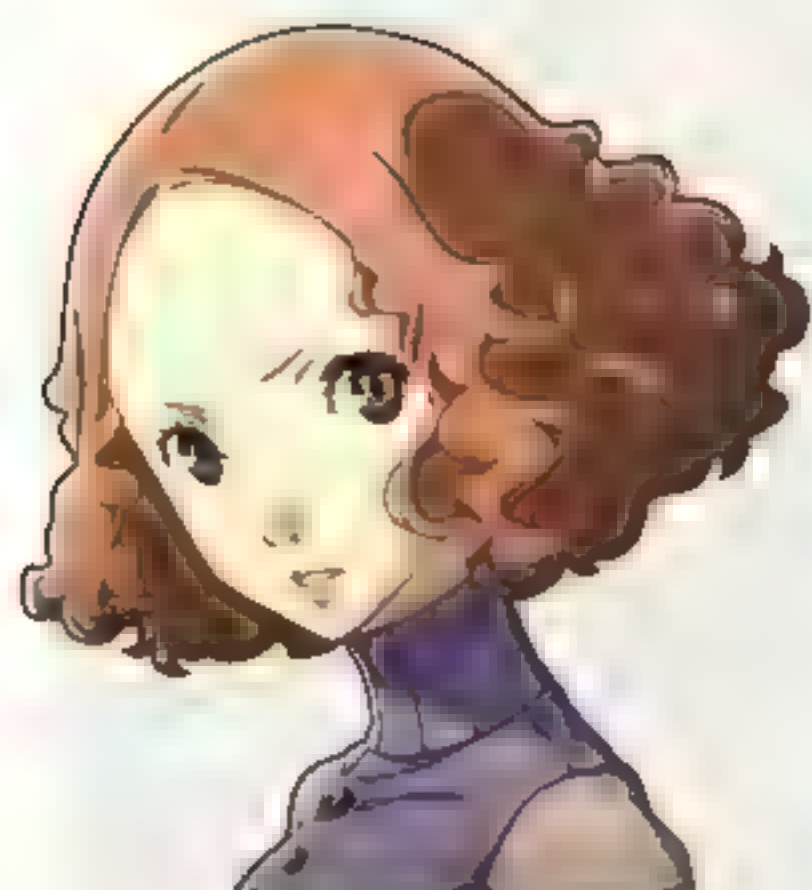
Sportswear



Phantom Thief Outfit



## ■ Angry



School Uniform (summer)



School Uniform (winter)



Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



Phantom Thief Outfit



Phantom Thief Outfit (without mask)

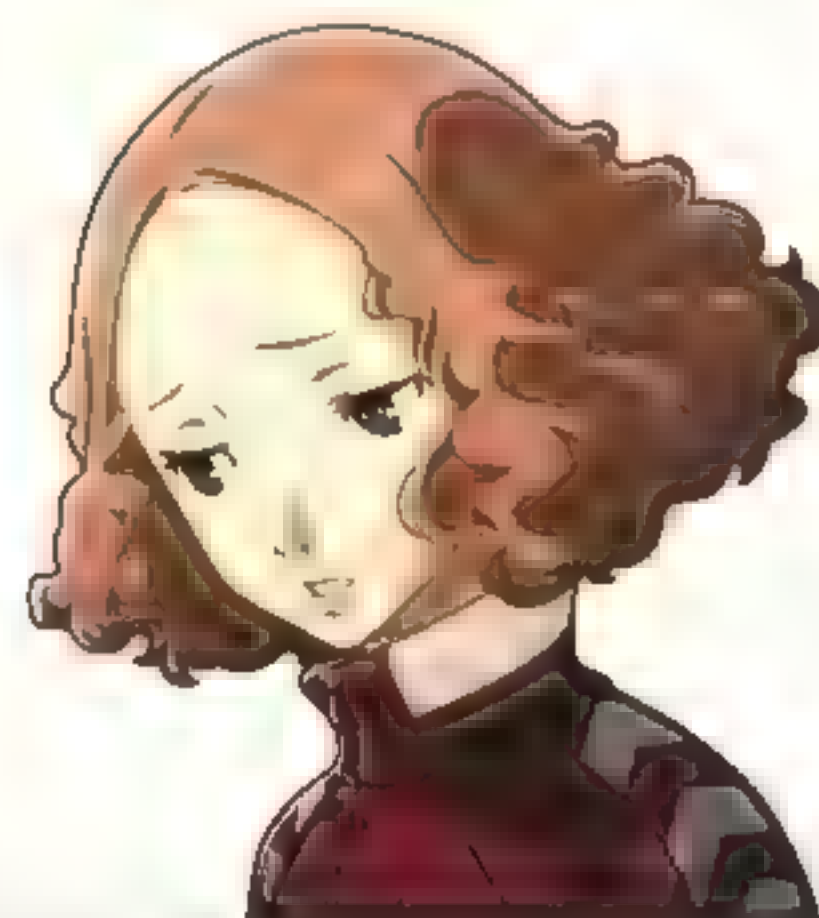




School Uniform (summer)



School Uniform (winter)



Sportswear



Casual Clothes (summer)



Casual Clothes (winter)



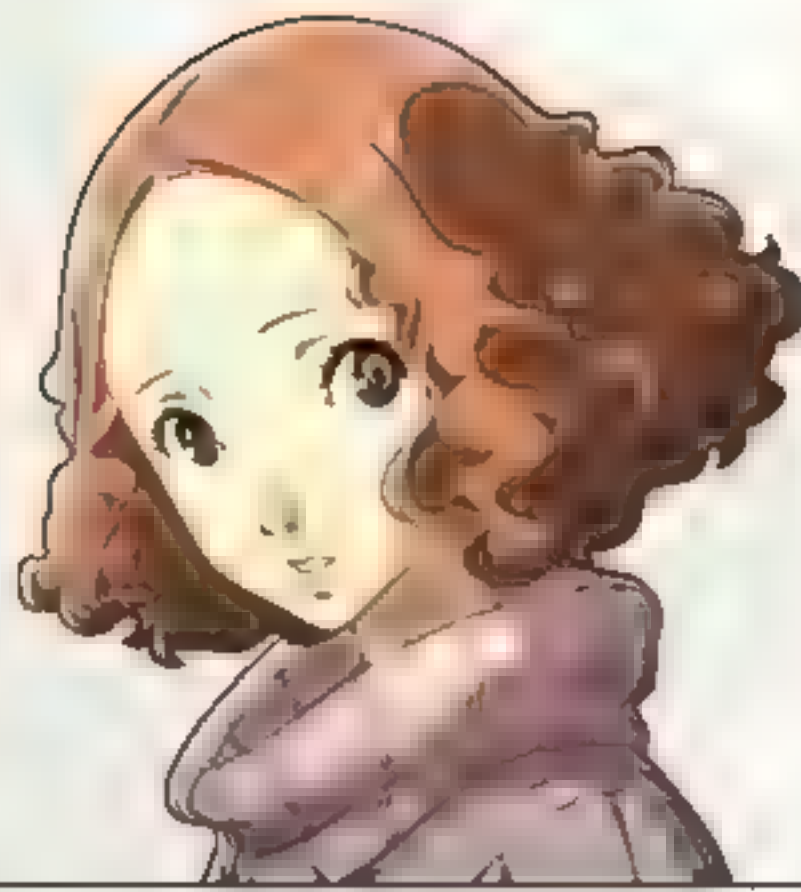
Phantom Thief Outfit



## ■ Surprised



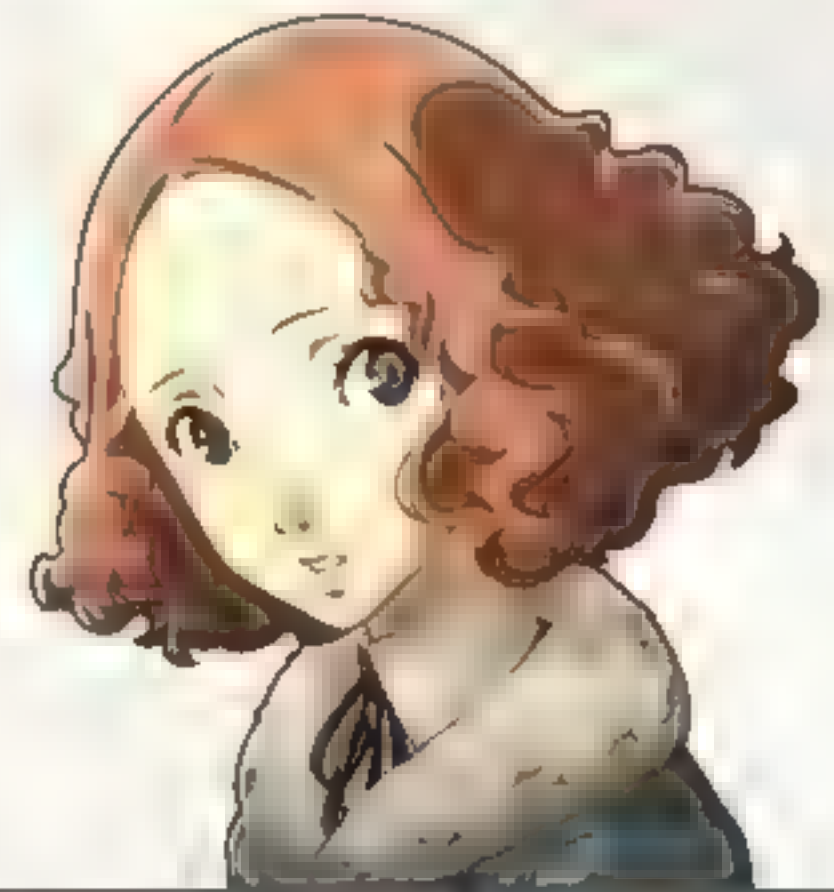
School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



Sportswear



Phantom Thief Outfit



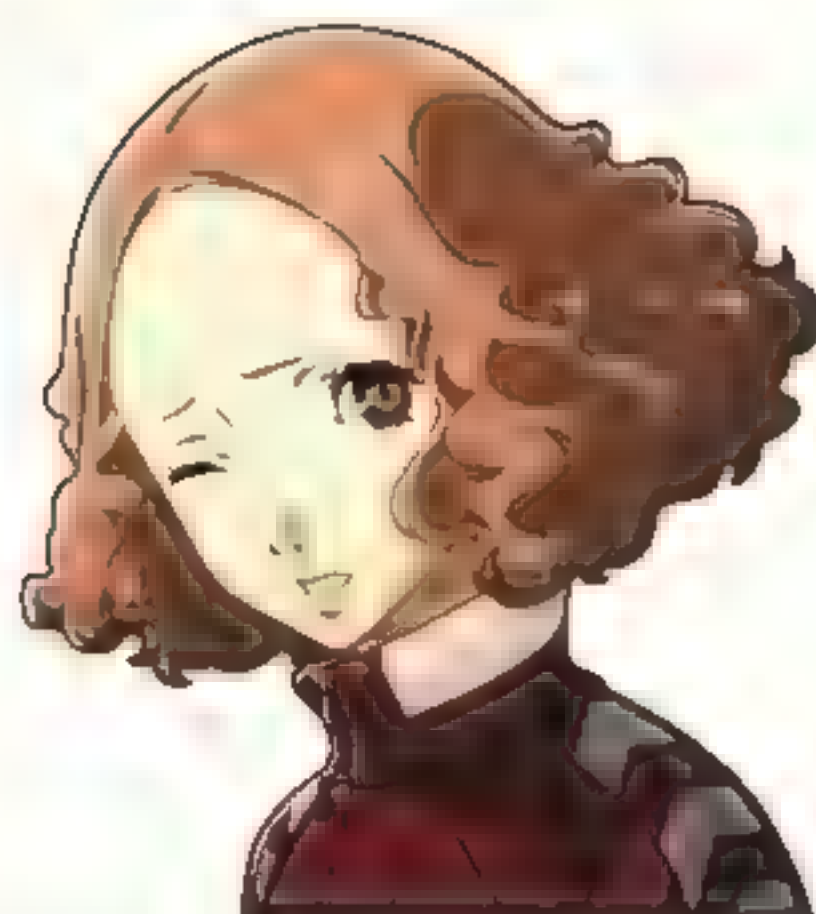
■ Pained



School Uniform (summer)



School Uniform (winter)



Sportswear



Phantom Thief Outfit



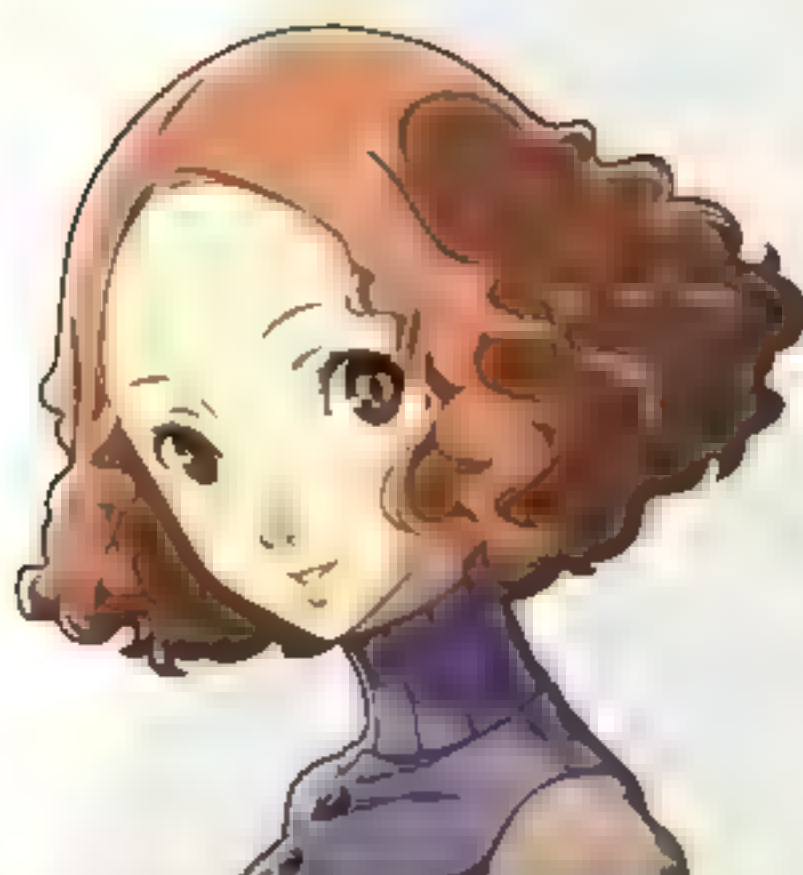
Casual Clothes (summer)



Casual Clothes (winter)



## ■ Blush 1



School Uniform (summer)



School Uniform (winter)

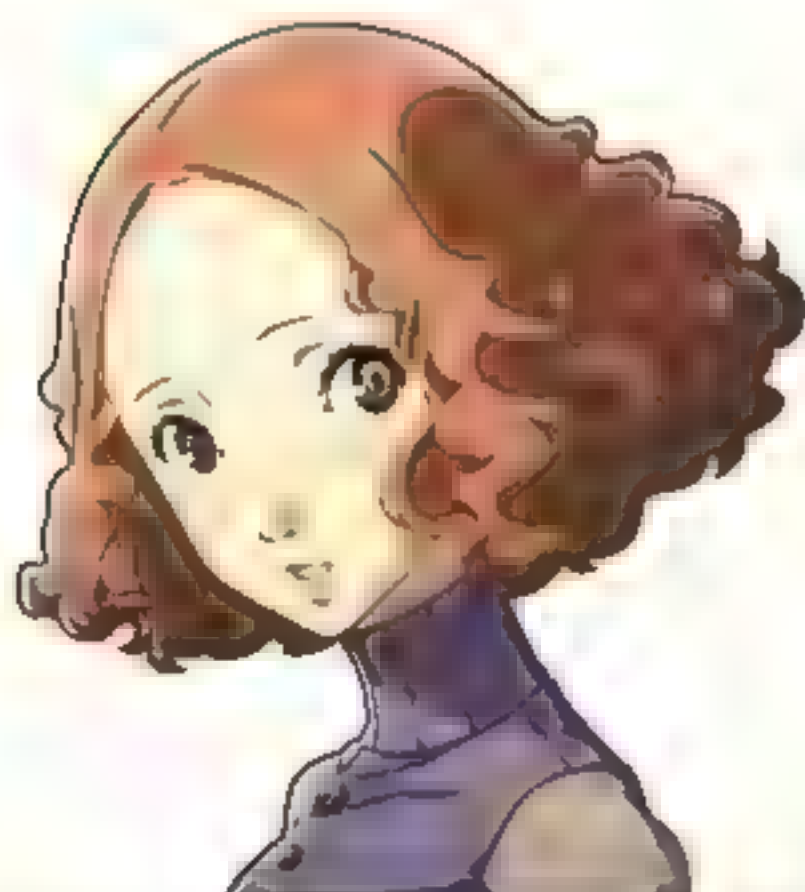


Casual Clothes (summer)



Casual Clothes (winter)

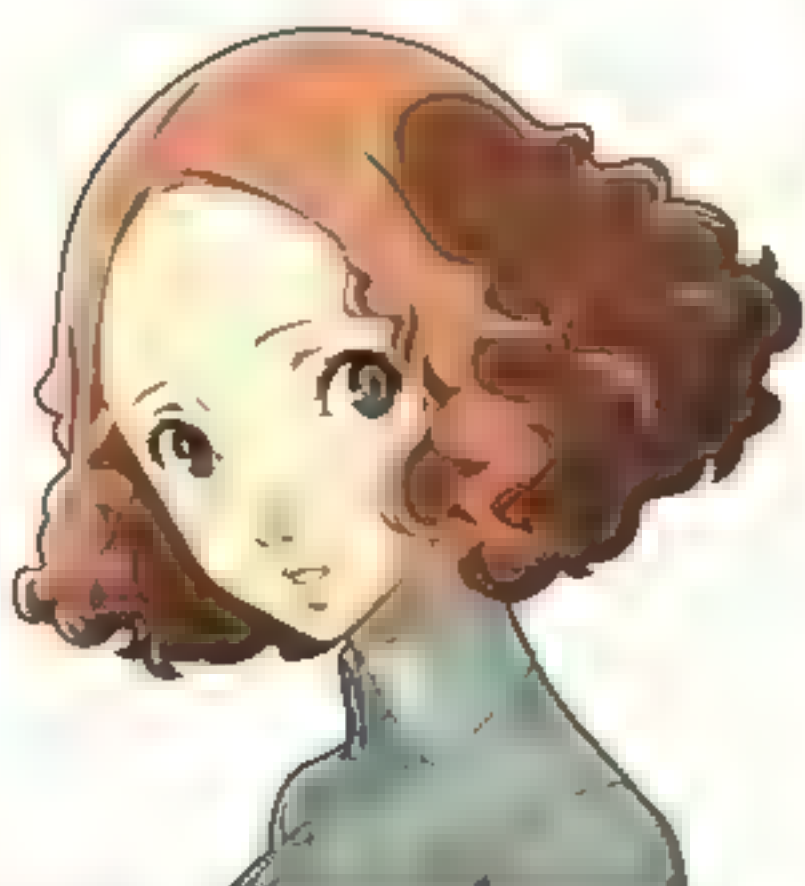
## ■ Blush 2



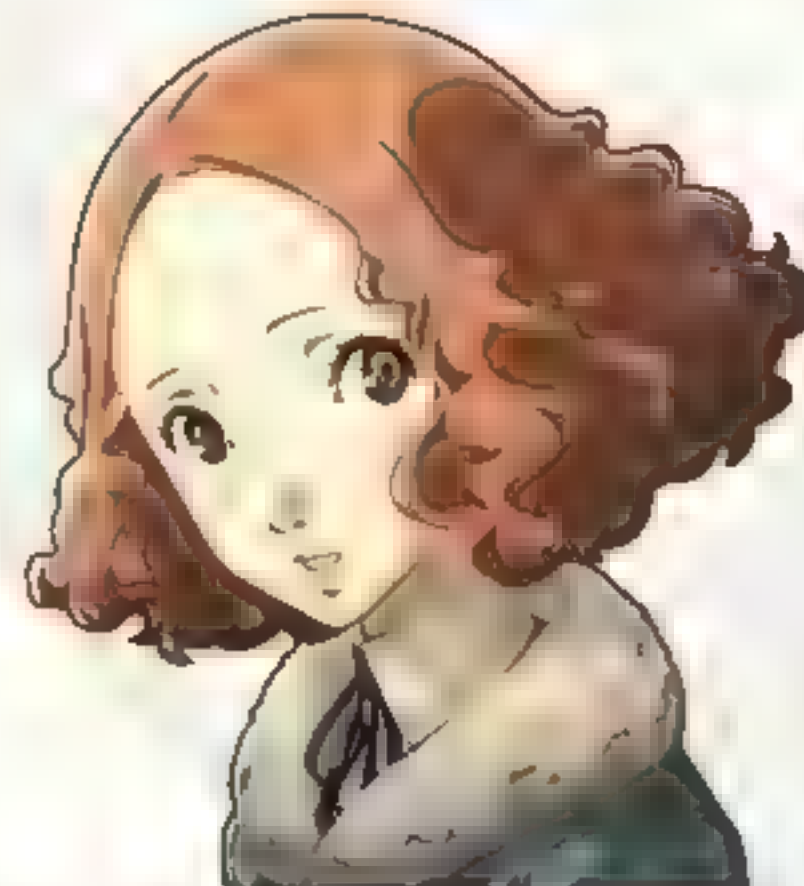
School Uniform (summer)



School Uniform (winter)



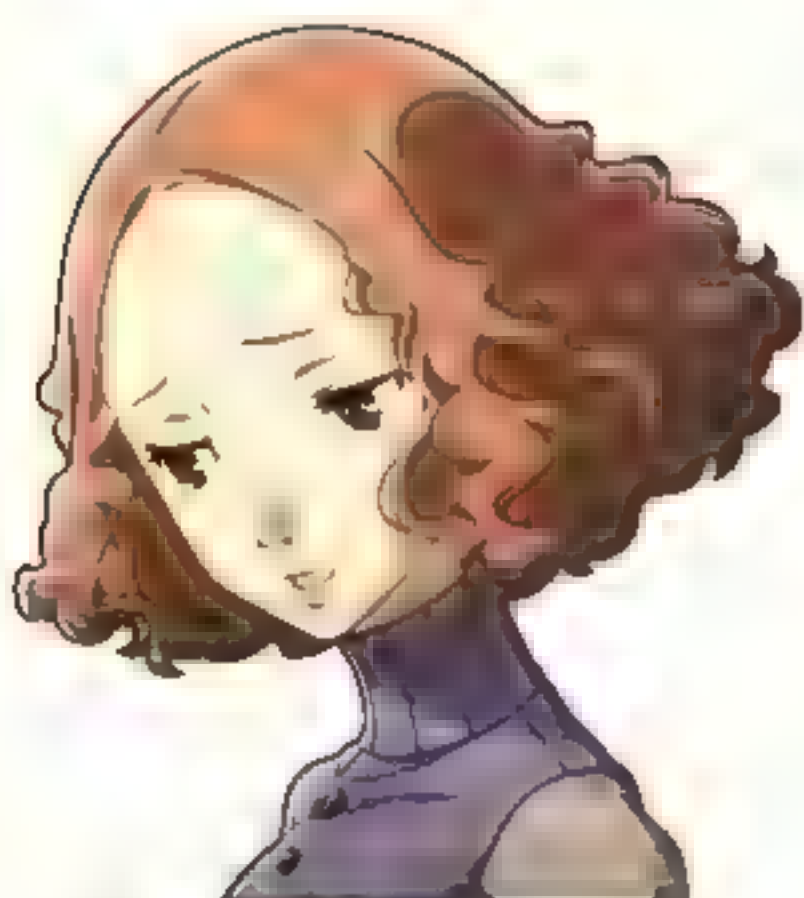
Casual Clothes (summer)



Casual Clothes (winter)



■ Crying



School Uniform (summer)



School Uniform (winter)



Casual Clothes (summer)



Casual Clothes (winter)



# Cut-in



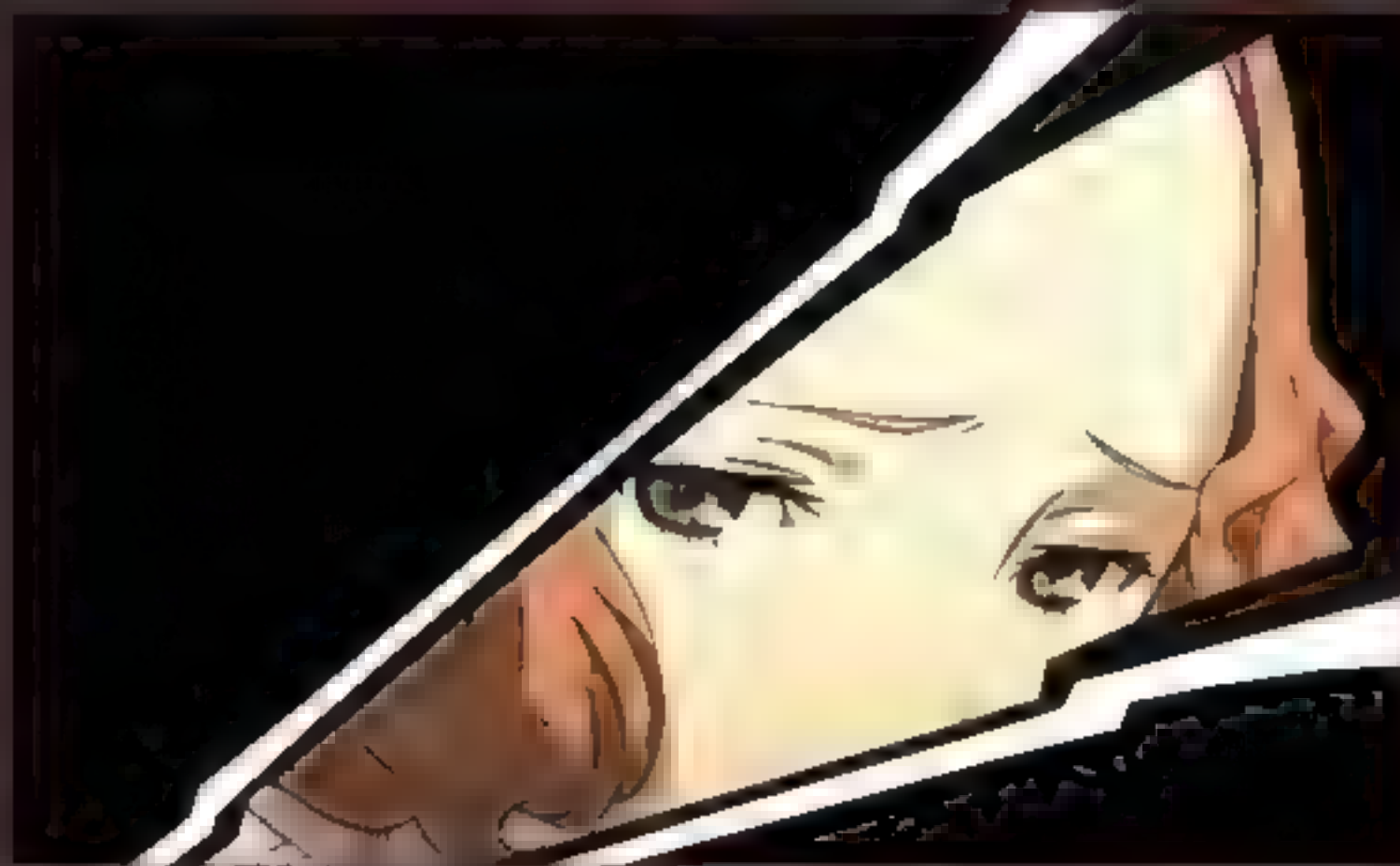
Serious



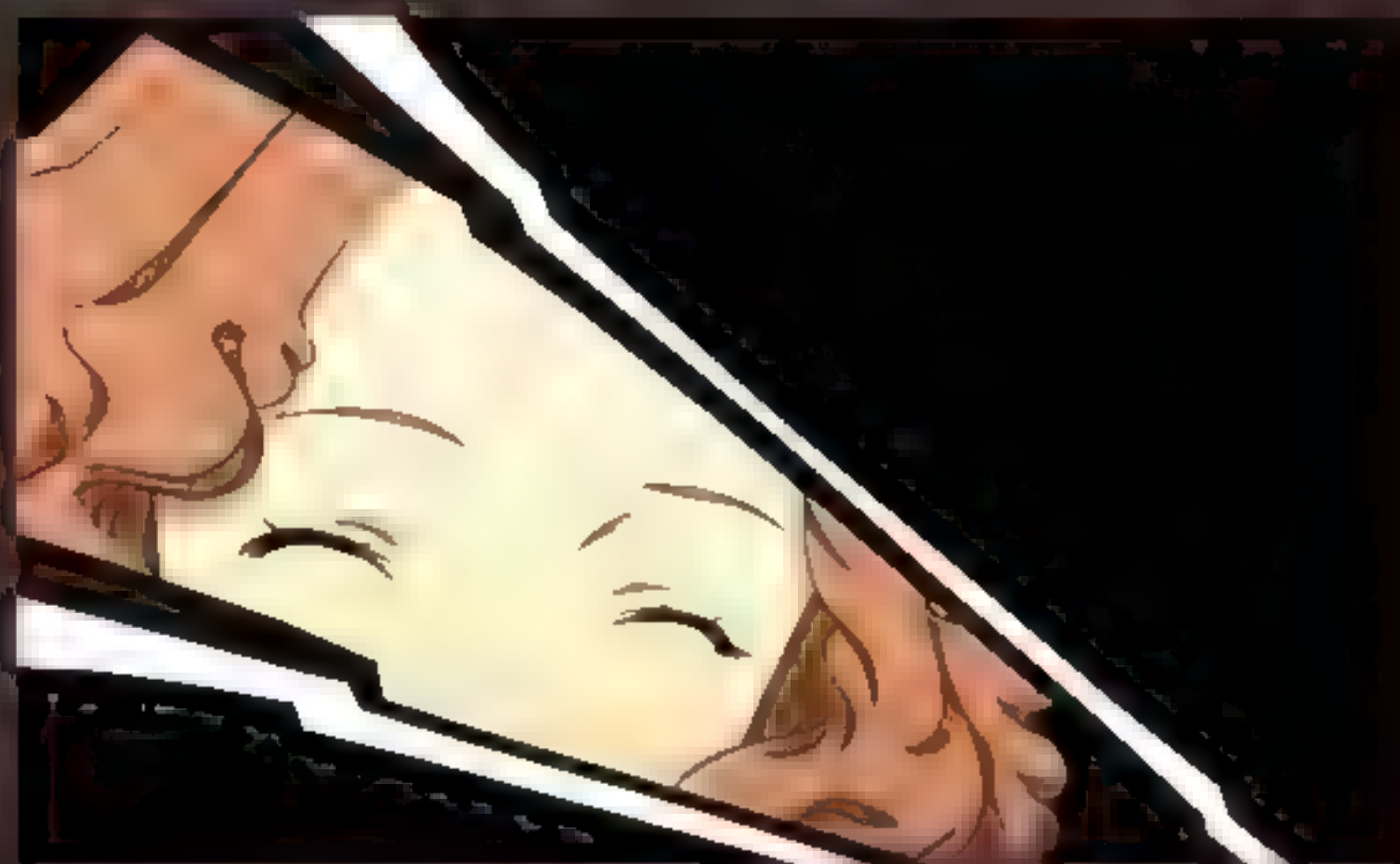
Pained



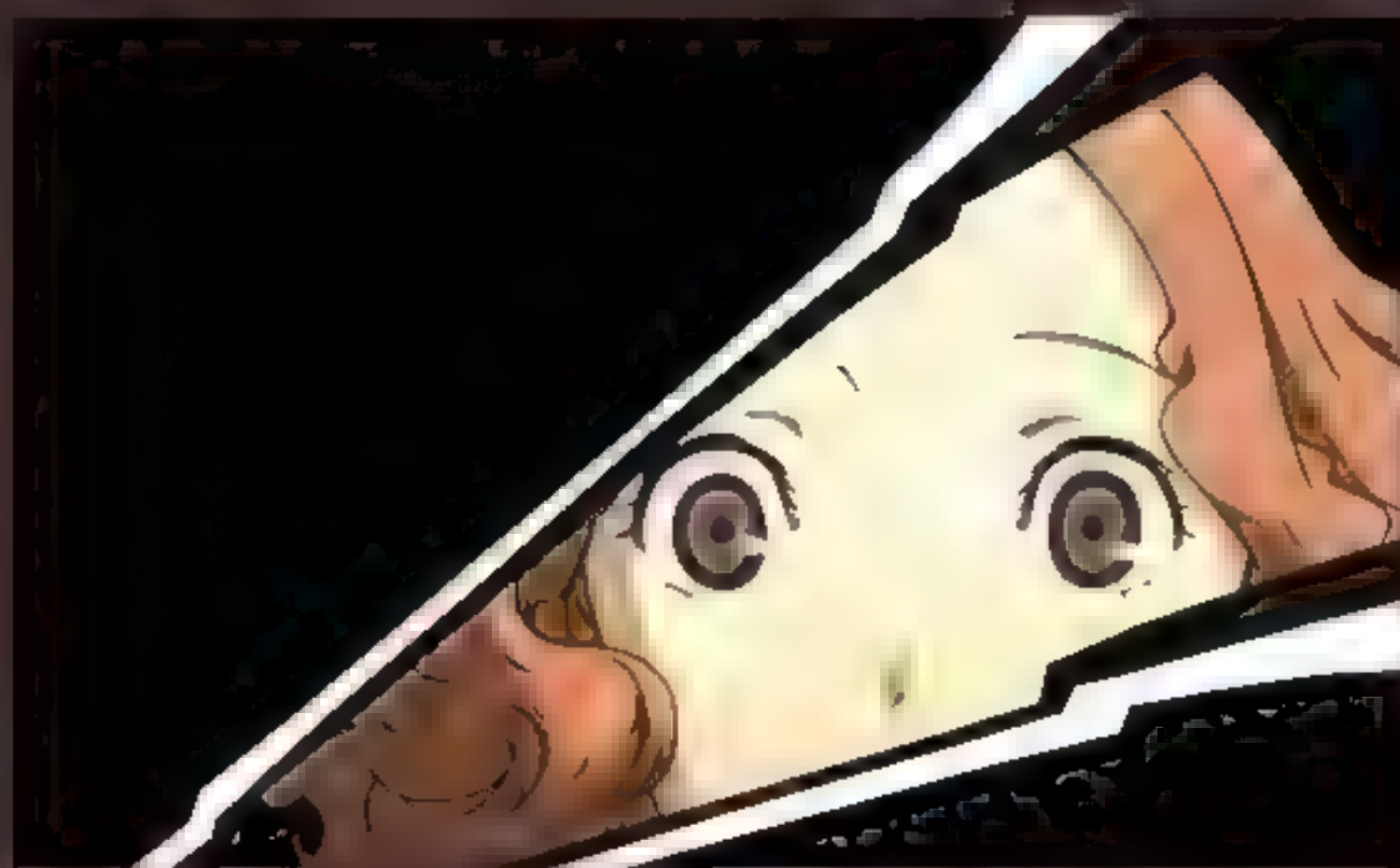
Scheming



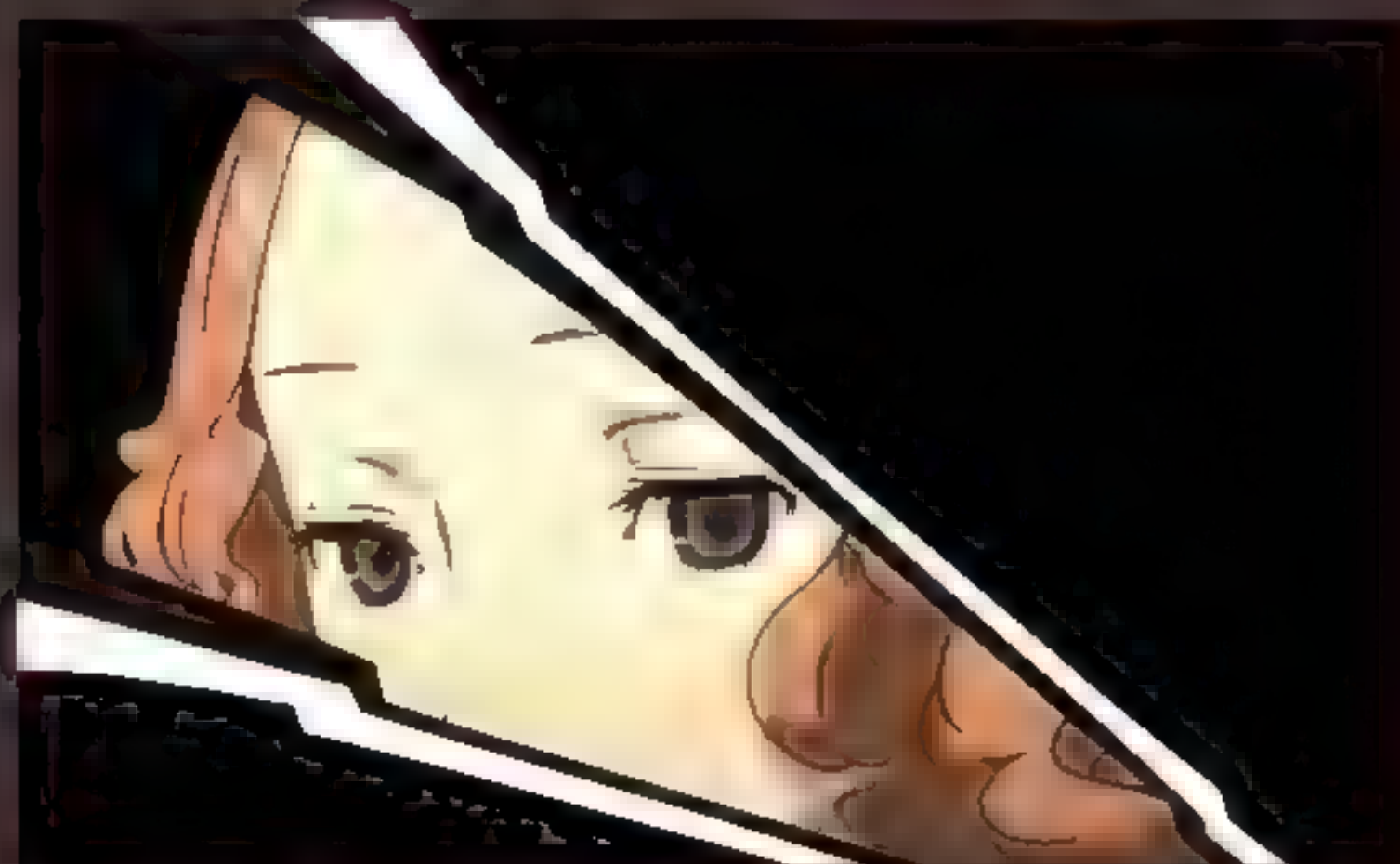
Sorrowful



Joyful



Surprised



Suspicious



Mad



## Initial Image

■ School Uniform



Haru  
The 4th Concept Art







ハル怪盗服

Haru's  
Phantom Thief Outfit





## ■ Milady

Inside of collar is  
same color as outside

エリの装飾は表側と  
同じです。

It a dagger

短剣です







Lily motif

2つ  
×-ジ  
装飾.

To front of body

体正面へ



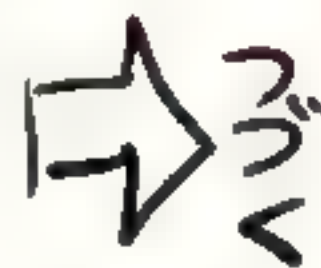
Loops around

以降ループ



Hidden by the curtain

カーテンで  
隠れている  
部分.



Loops around







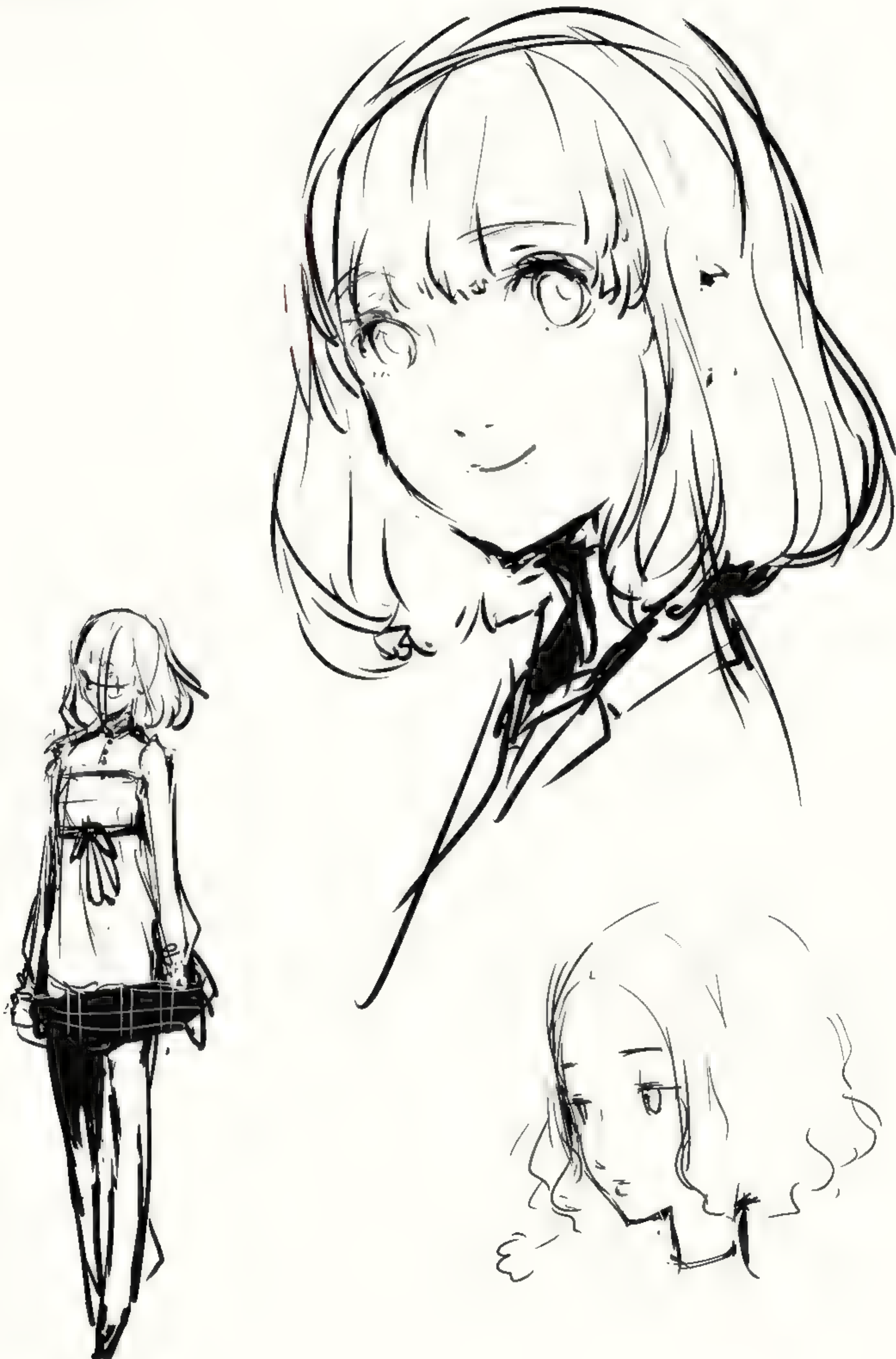






## Initial Image

■ Haru Okumura





2nd

The 2nd Concept Art



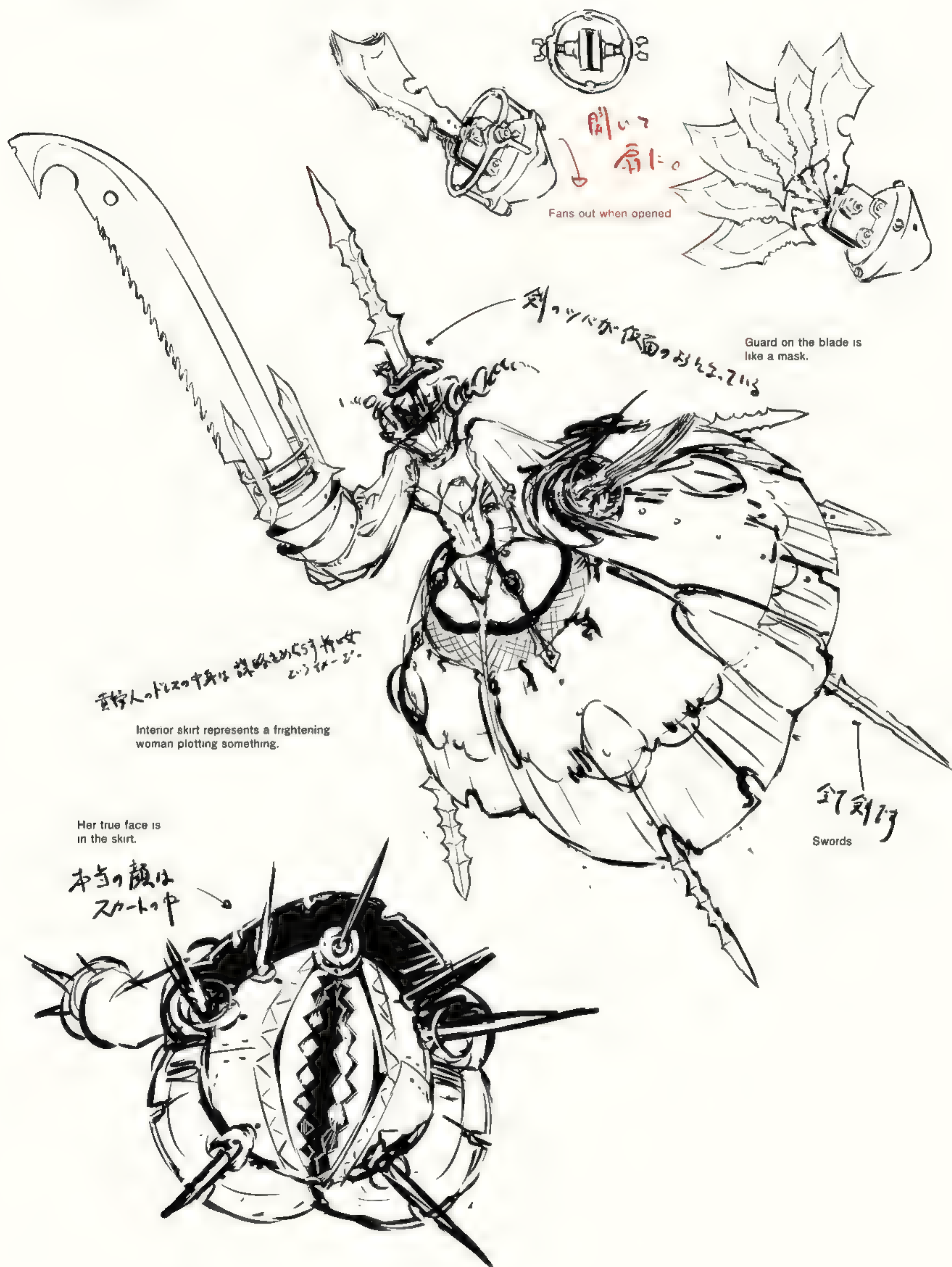
Compared with her  
traditionally feminine outfit

2nd  
722-288





■ Persona





# MAIN CHARACTER

## Goro Akechi



Goro Akechi

VA : Robbie Daymond (EN)  
Solchiro Hoshi (JP)

While he's a high school student like the protagonist, he is known as a "kid detective" trusted by prosecutors and police officers alike. His handsome appearance and skilled tongue have even earned him a place on television programs, and he's as popular as any celebrity. Although he approaches the Phantom Thieves as their rival, His initial persona is Robin Hood.



## Main Illustration



### Creator's Commentary

When I first began designing Akechi, I wanted him to be the white to the protagonist's black. As I got further into designing process, I figured Akechi could be the pleasant youth in contrast to the polished protagonist. I knew I wanted him to be a detective, but it hadn't been decided what kind of role he'd play in the story.

After Akechi's role was finalized, I puzzled over how suspicious a character I should make him. I mean that is I portrayed him as an extremely likable young man he'd actually come off as fake. I explored a



Profile	
Gender	Male
Height	178 cm
Weight	64 kg
Grade	Third year
Zodiac sign	Gemini
Blood type	AB
Codename	Crow
Arcana	Justice
Initial Persona	Robin Hood
Family	None (living alone in a city apartment)
Talents	Solving mysteries
Habits	Gets lost in thought during conversations
Hobbies	Cycling (he uses a cyclo-cross bicycle in the city, because it can make quick turns), bouldering, rock-climbing, darts, and other popular sports
Favorite food	Nothing in particular. He'll try any food that's popular at the time, and he doesn't mind waiting in line. He'll take his bicycle around the city, visiting different eateries, partly so he'll have something to talk to the adults about. Because he spends a lot of his time around adults, he knows about many hole-in-the-wall restaurants and he's even a well-known customer at expensive establishments. He actually doesn't care too much about how the food tastes.

few different directions, but settled on downplaying his invigorating personality while still keeping him pleasant. I was mindful of preventing Akechi from being too rigid and serious. I wanted him to normally have the front of his shirt unbuttoned, his necktie loose, or his hair pushed back—something that would bring his natural cheerfulness to the forefront of his character. If he were a stiff, overly serious hero of justice, his bet efforts would only make him look more suspicious. A character like Adachi from "Persona 4" doesn't feel suspicious because he's a clumsy, bumbling character.

A unique part of Akechi's design is his black gloves, though some people told me that they made him look a little suspicious. Looking at this close-up version of his design, I'm starting to think that his smile does make it seem like he's hiding something.







## Cut-in



## Finishing Touch

## Confidant Screen





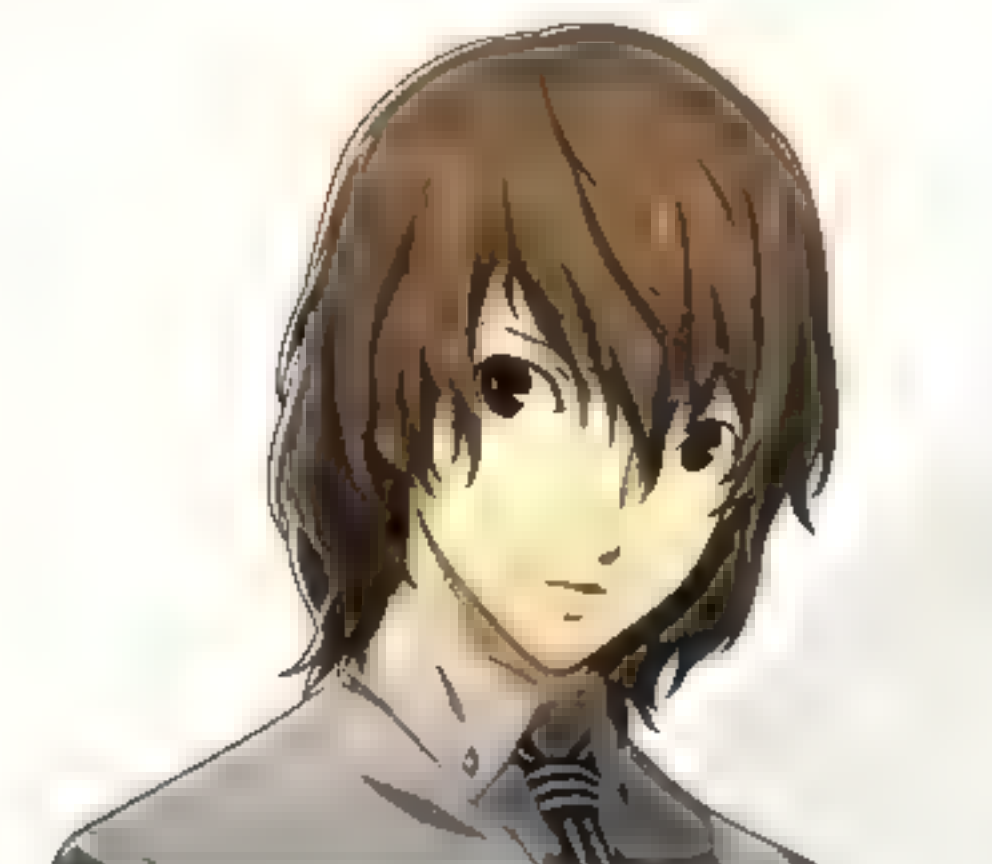
All-out Attack



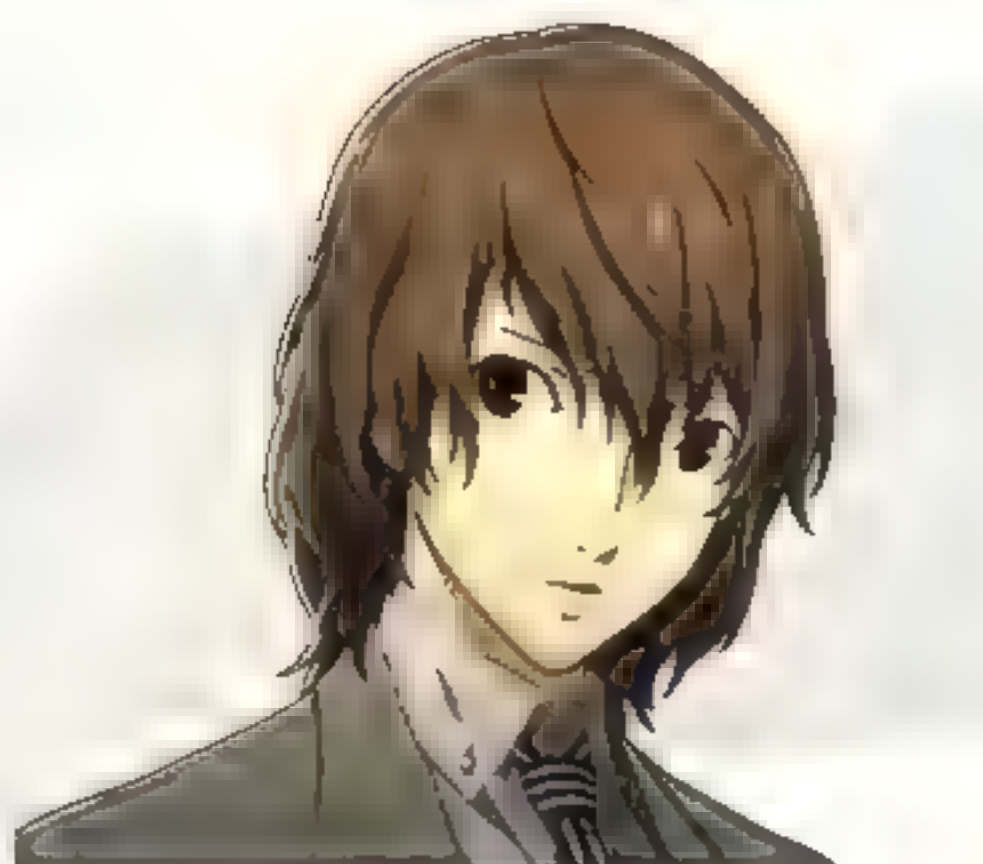


## Close-up

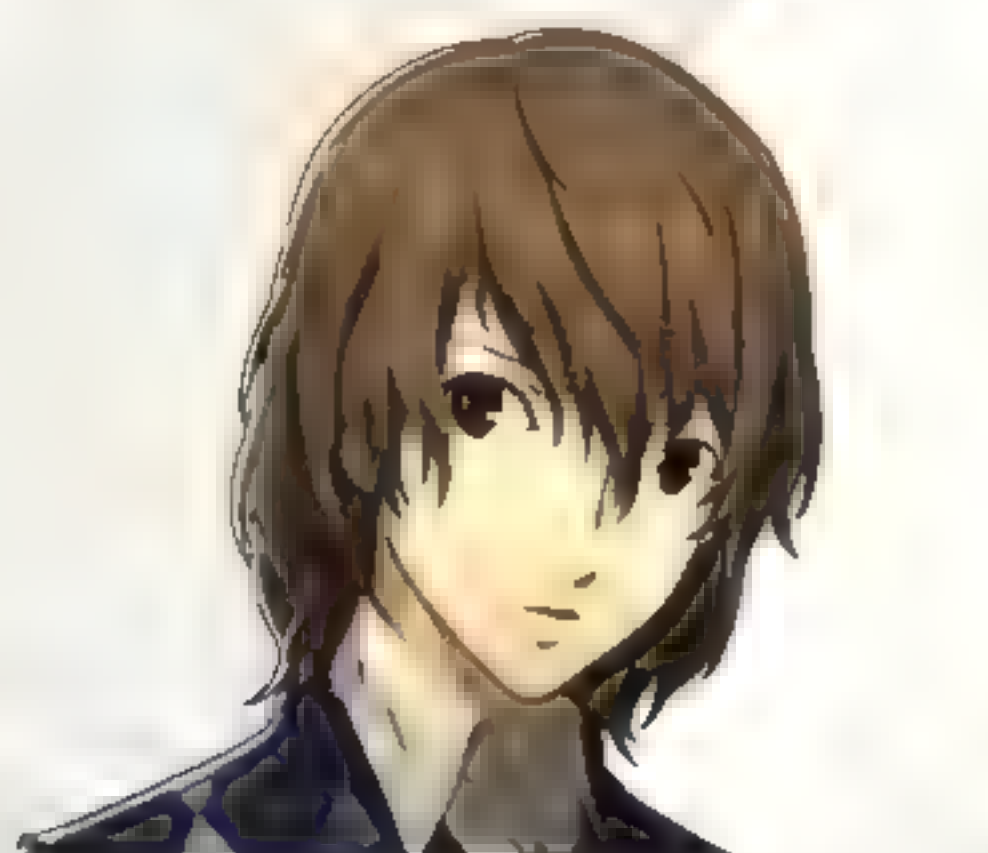
### ■ Normal



School Uniform (summer)



School Uniform (winter)

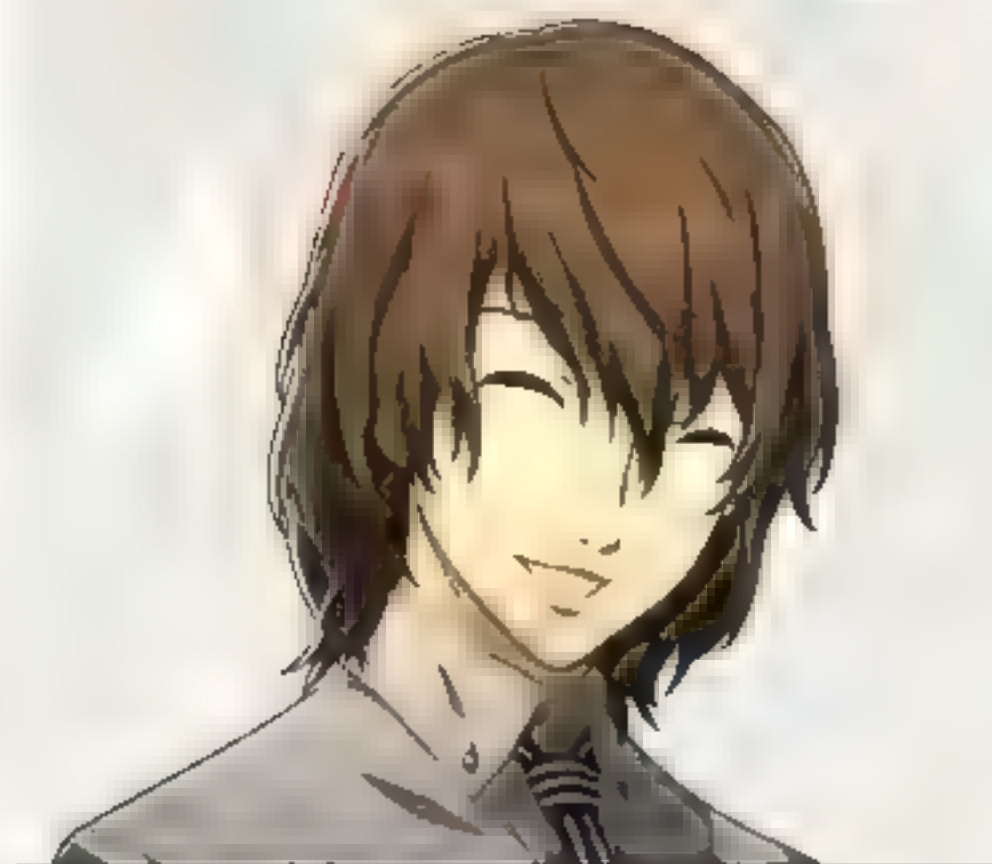


Casual Clothes



Phantom Thief Outfit

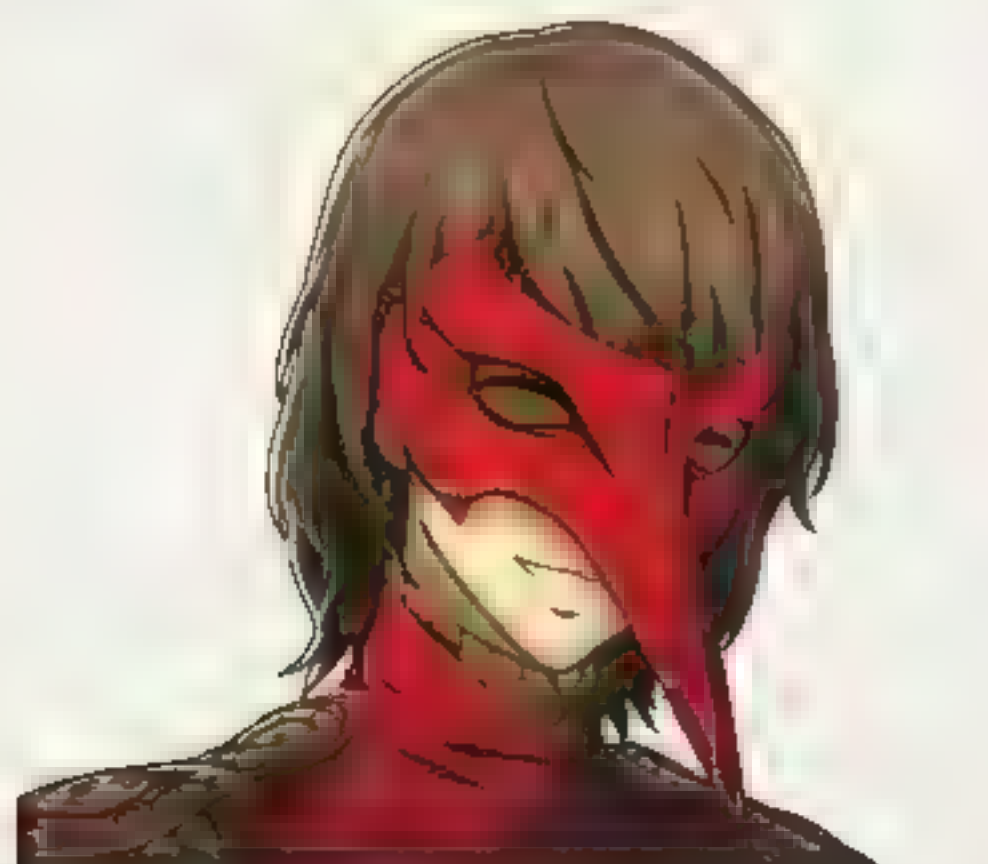
### ■ Smiling



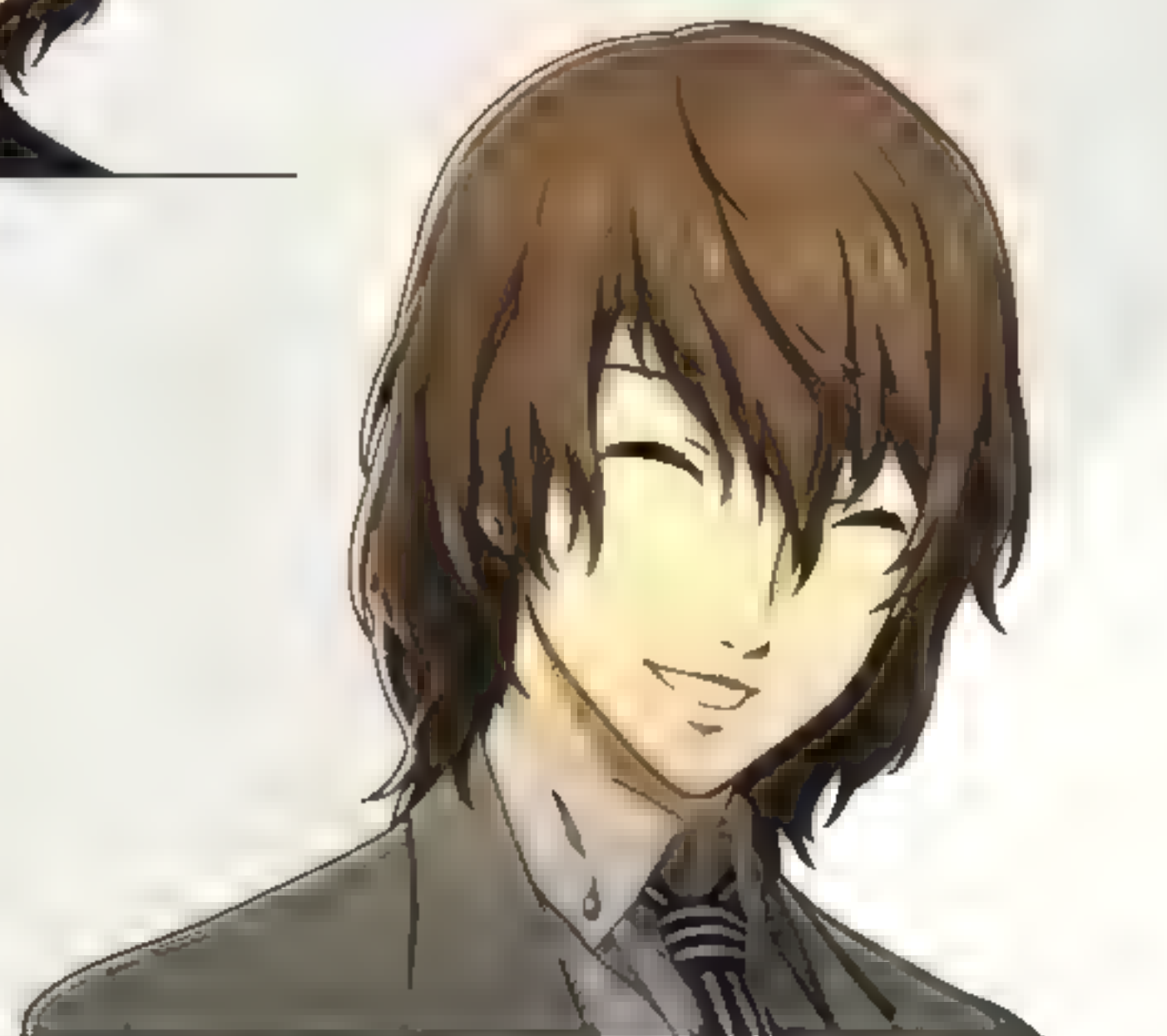
School Uniform (summer)



Casual Clothes



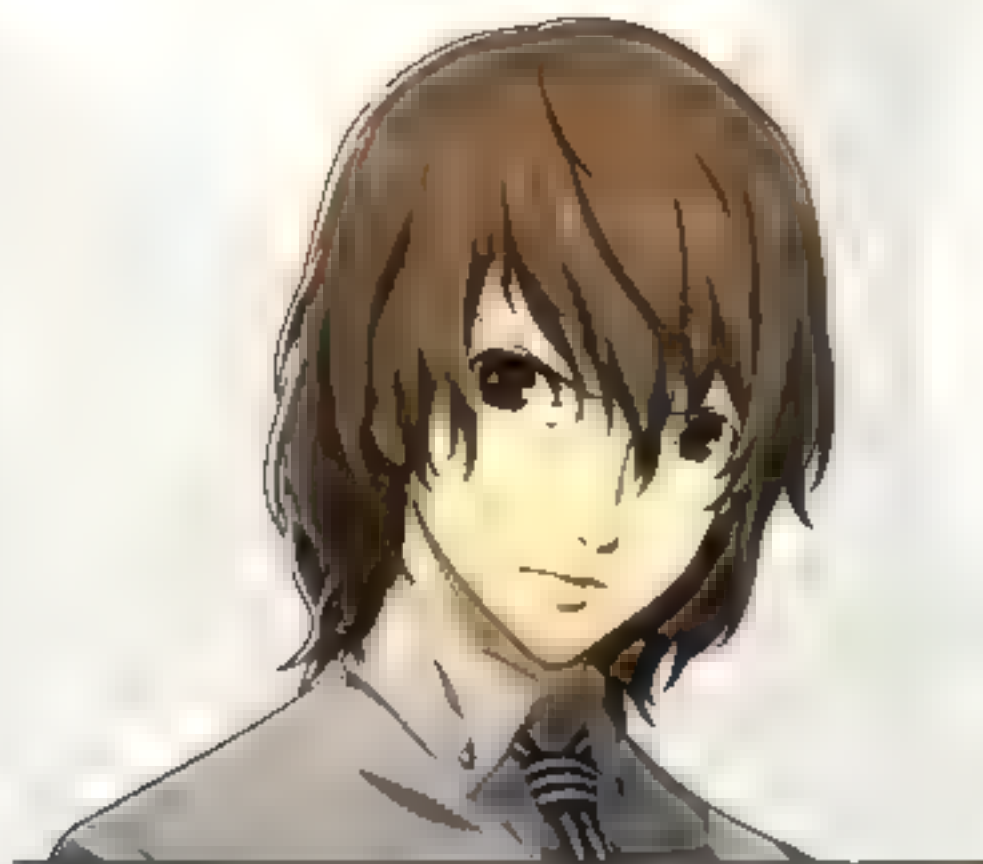
Phantom Thief Outfit



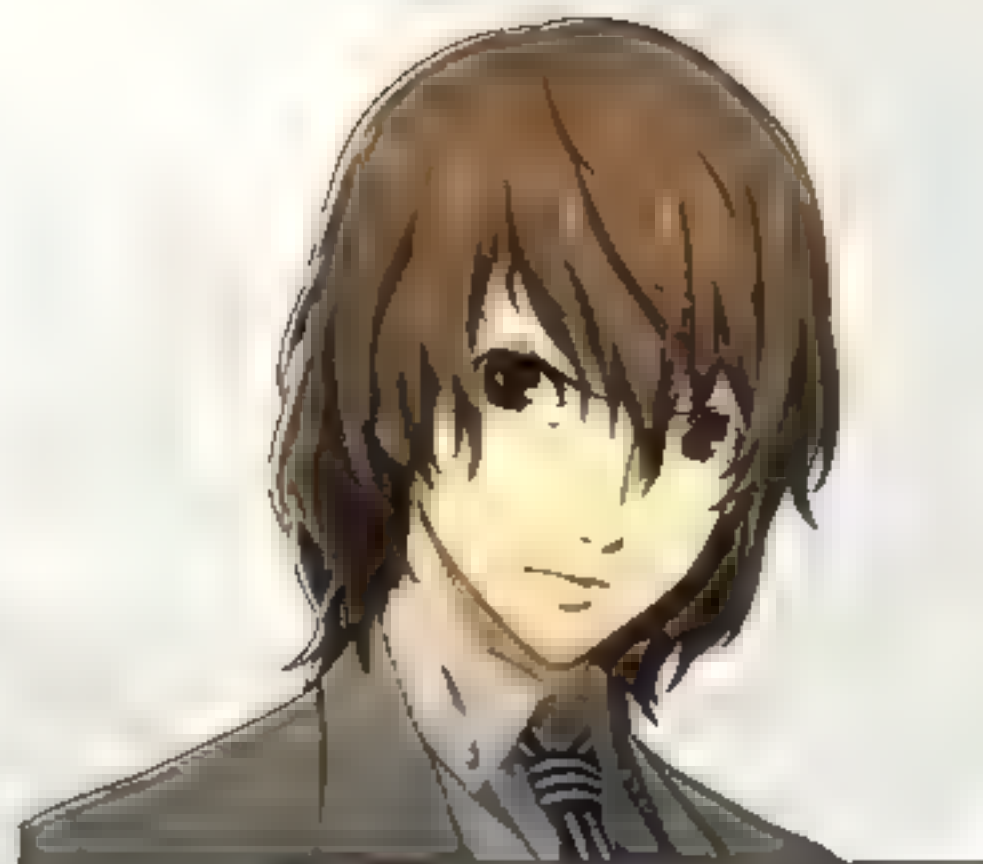
School Uniform (winter)



■ Angry



School Uniform (summer)



School Uniform (winter)

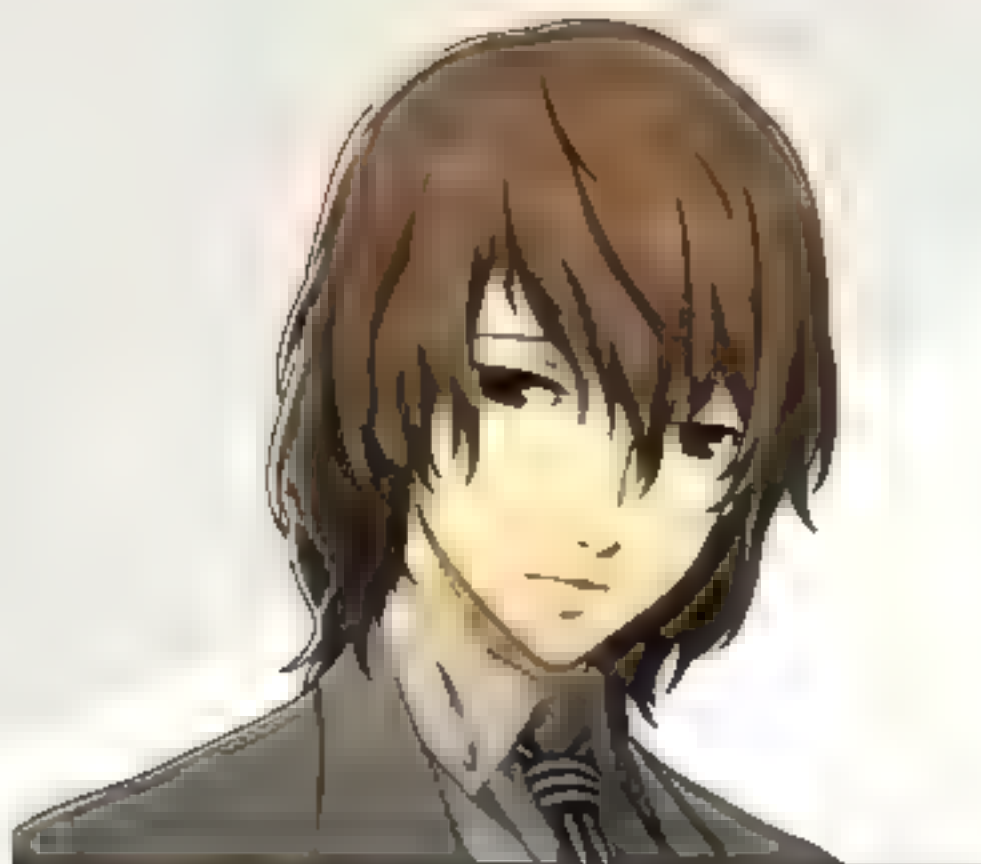


Phantom Thief Outfit



Casual Clothes

■ Sad



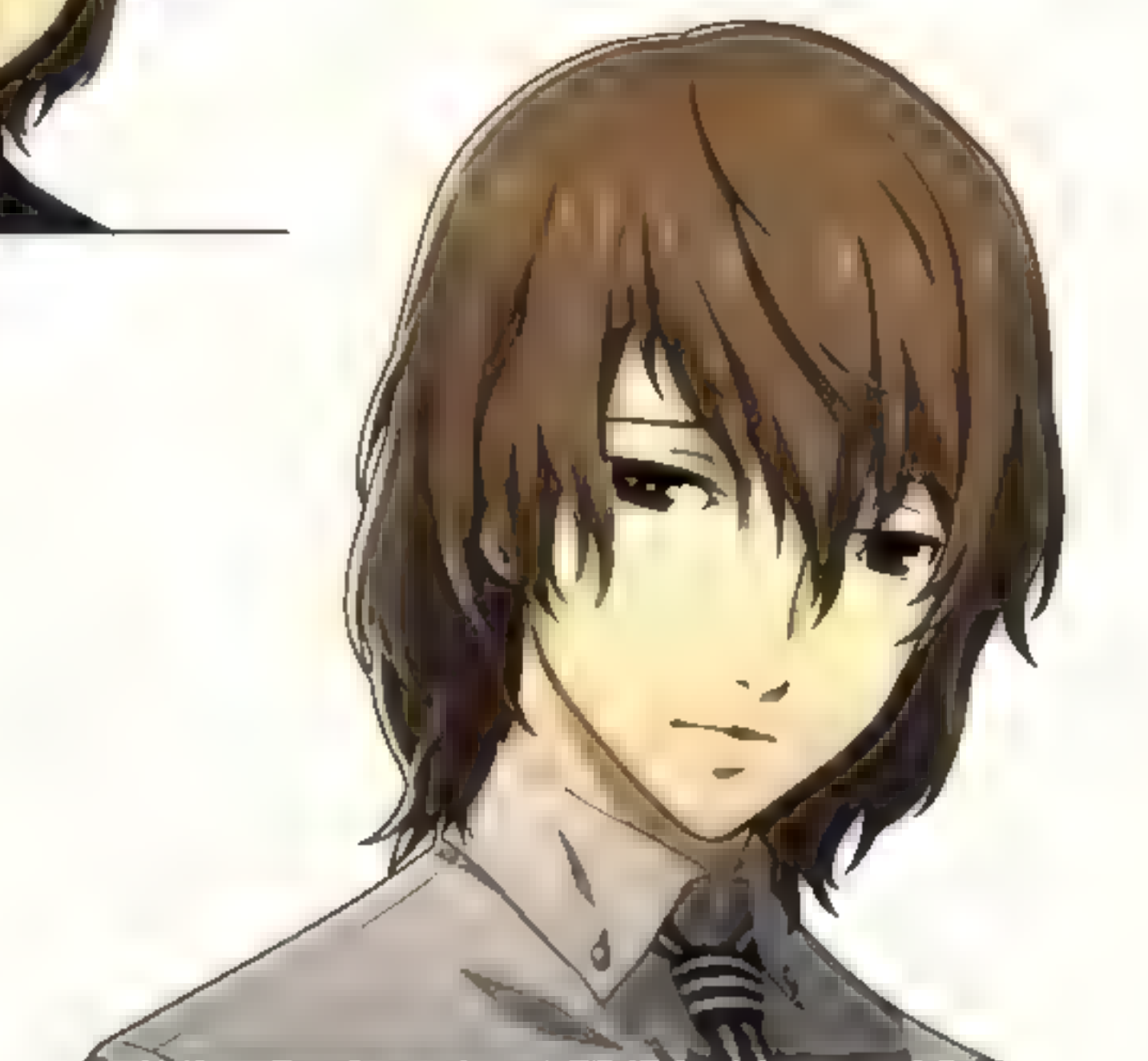
School Uniform (winter)



Casual Clothes

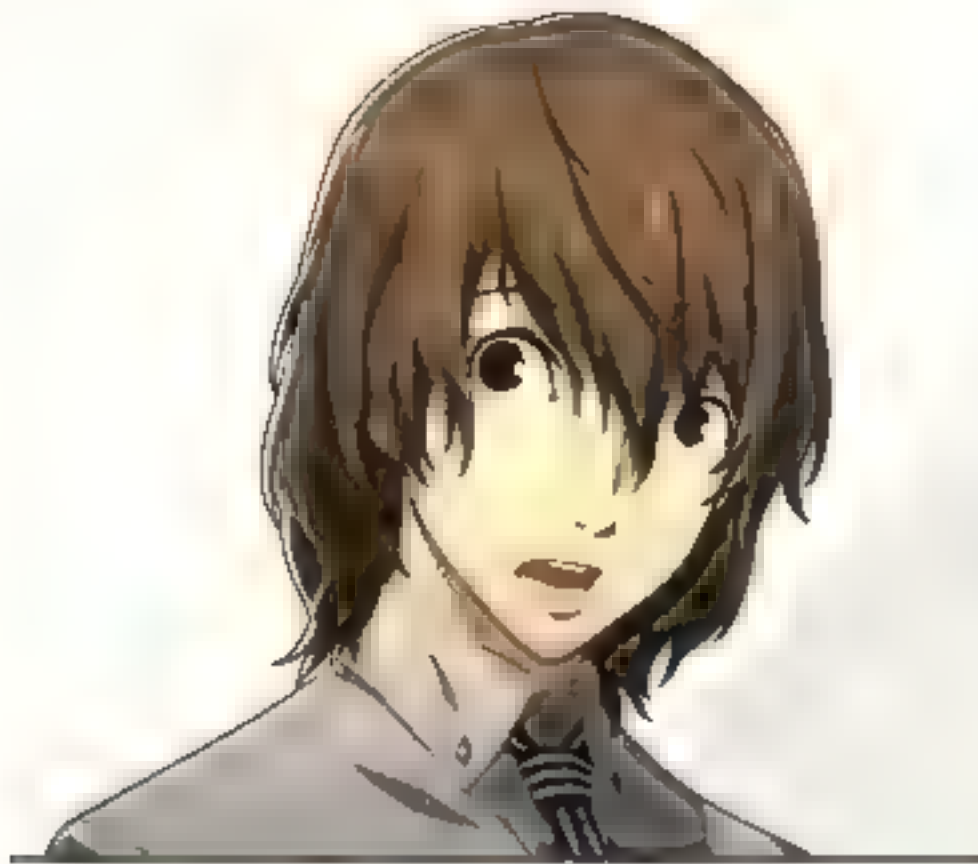


Phantom Thief Outfit

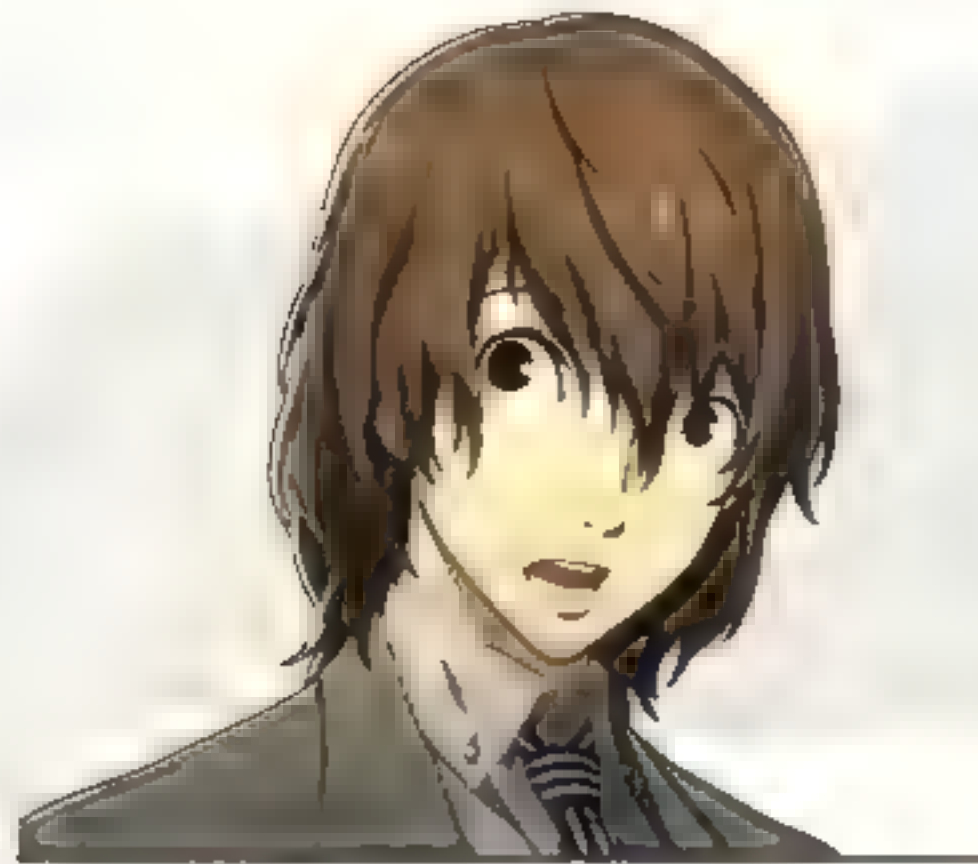


School Uniform (summer)



**■ Surprised**

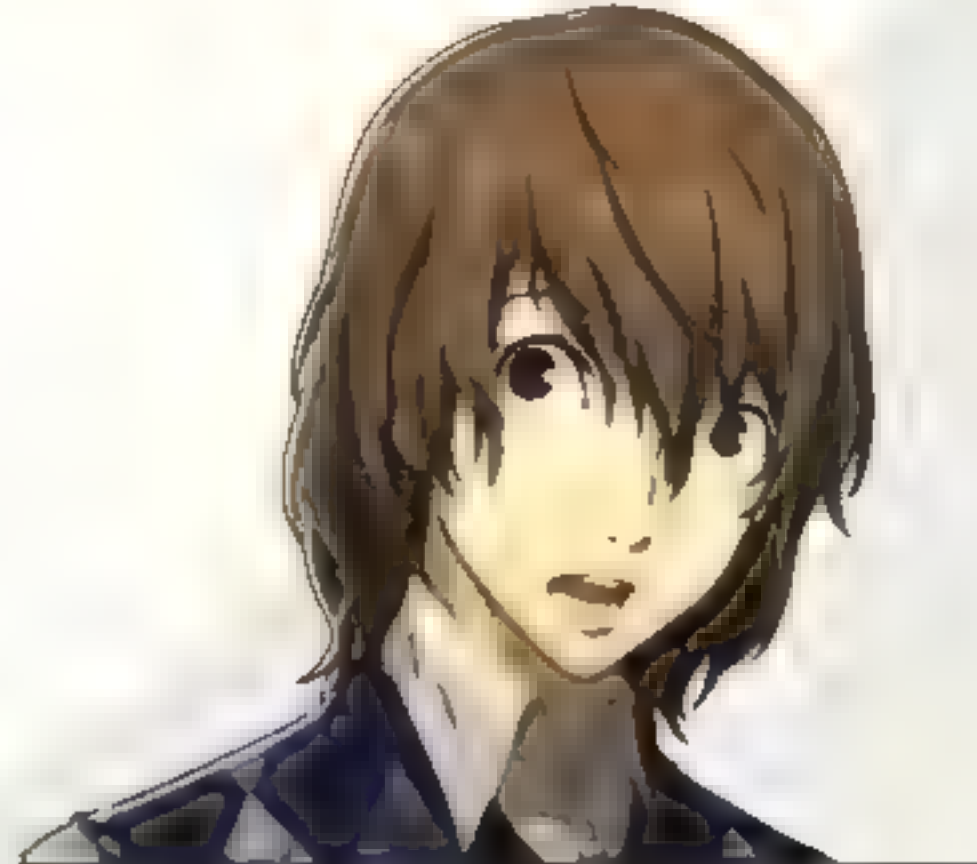
School Uniform (summer)



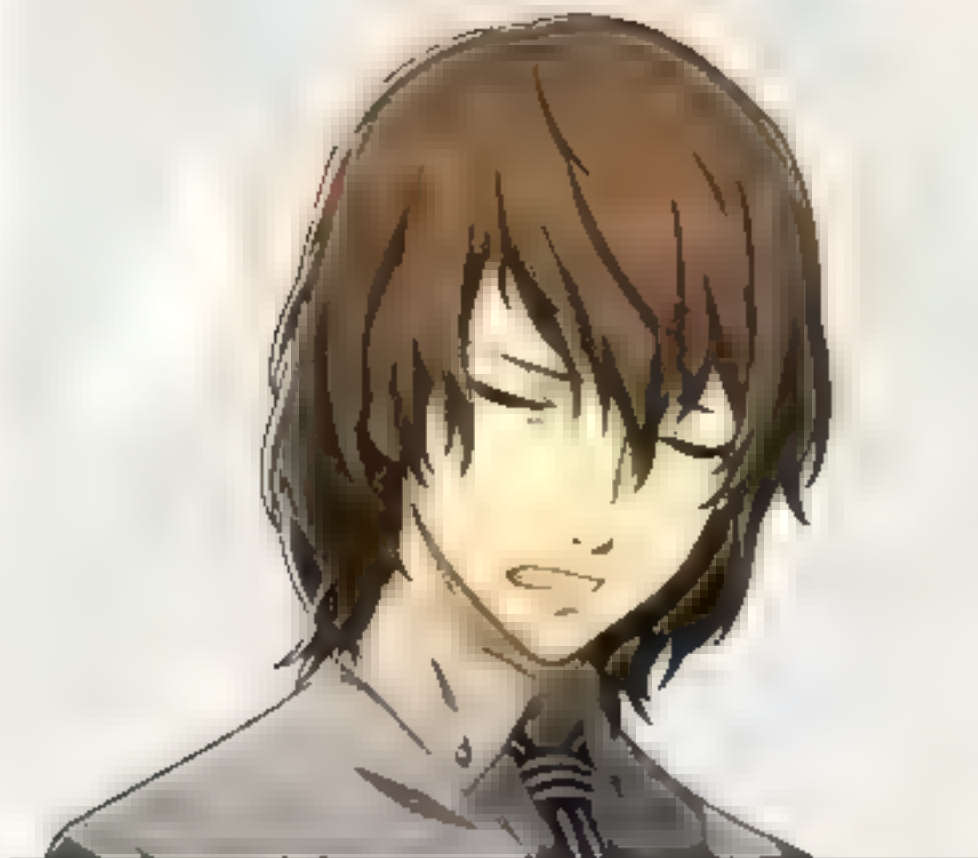
School Uniform (winter)



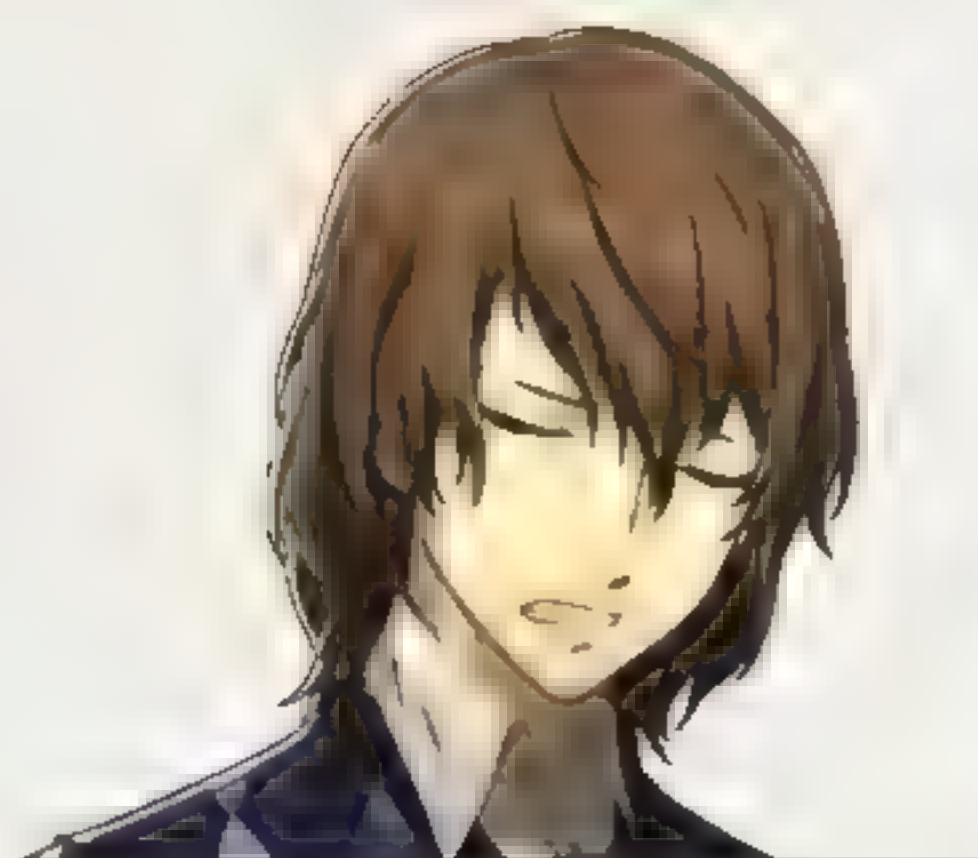
Phantom Thief Outfit



Casual Clothes

**■ Pained**

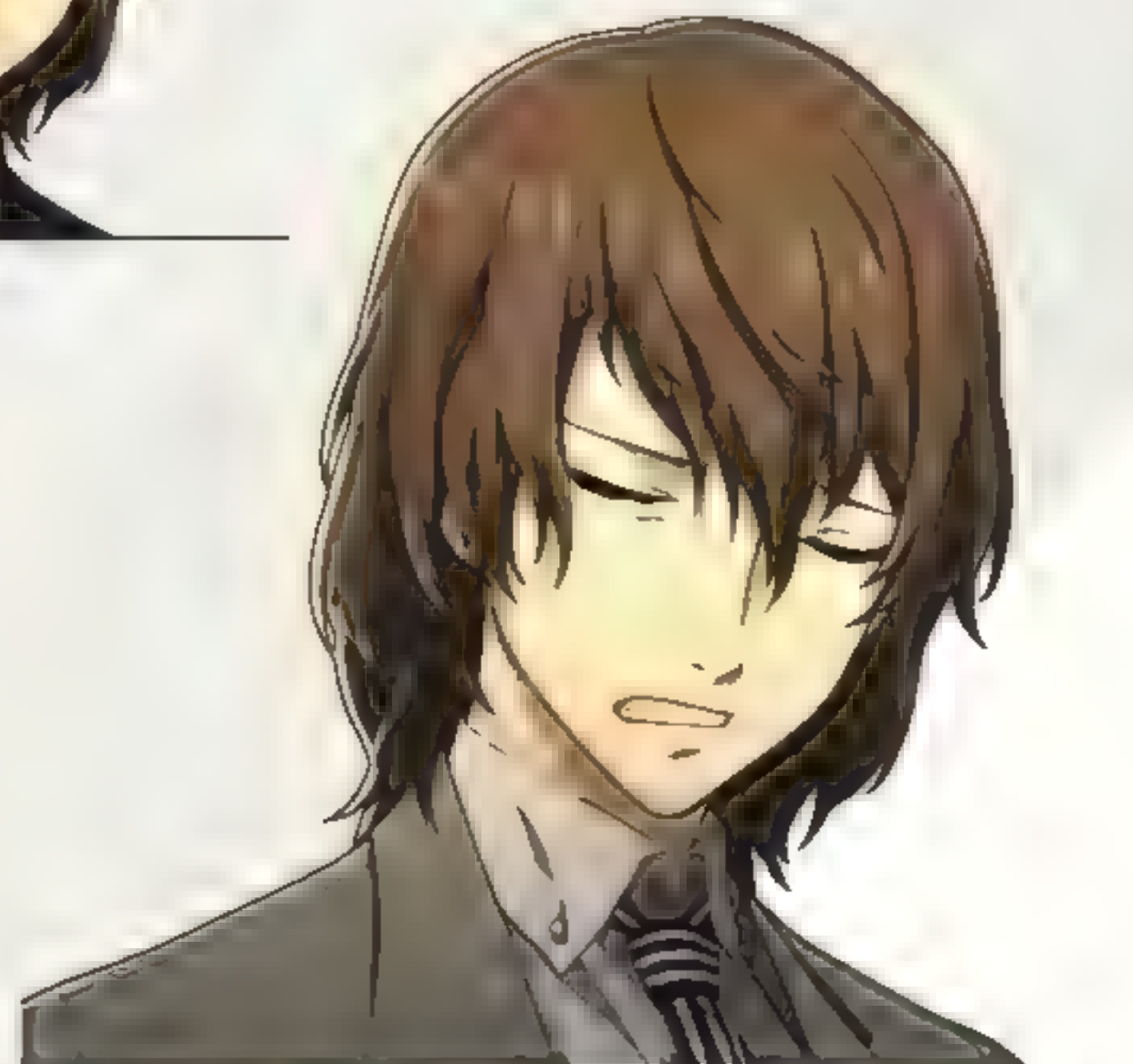
School Uniform (summer)



Casual Clothes



Phantom Thief Outfit



School Uniform (winter)



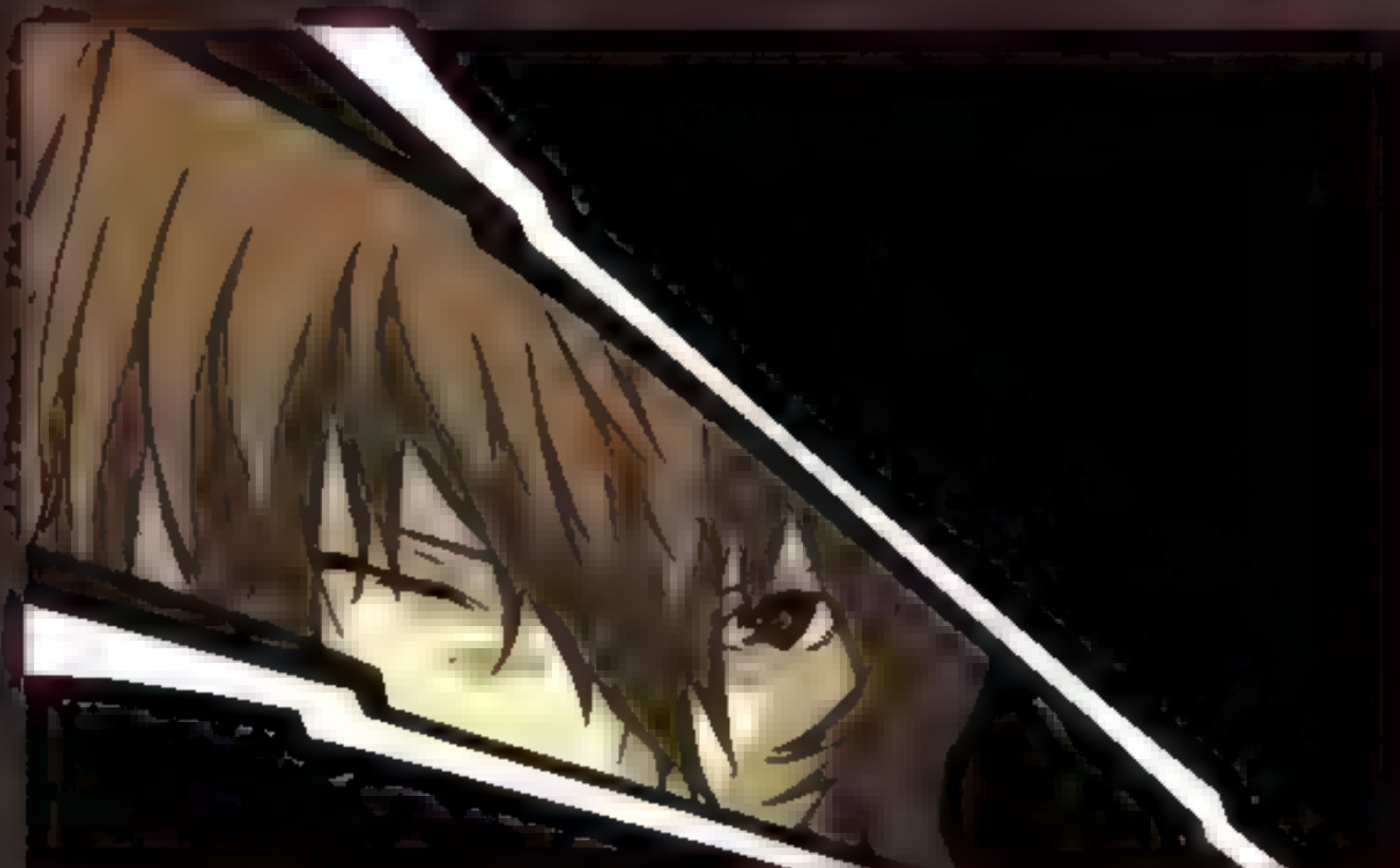
# Cut-in



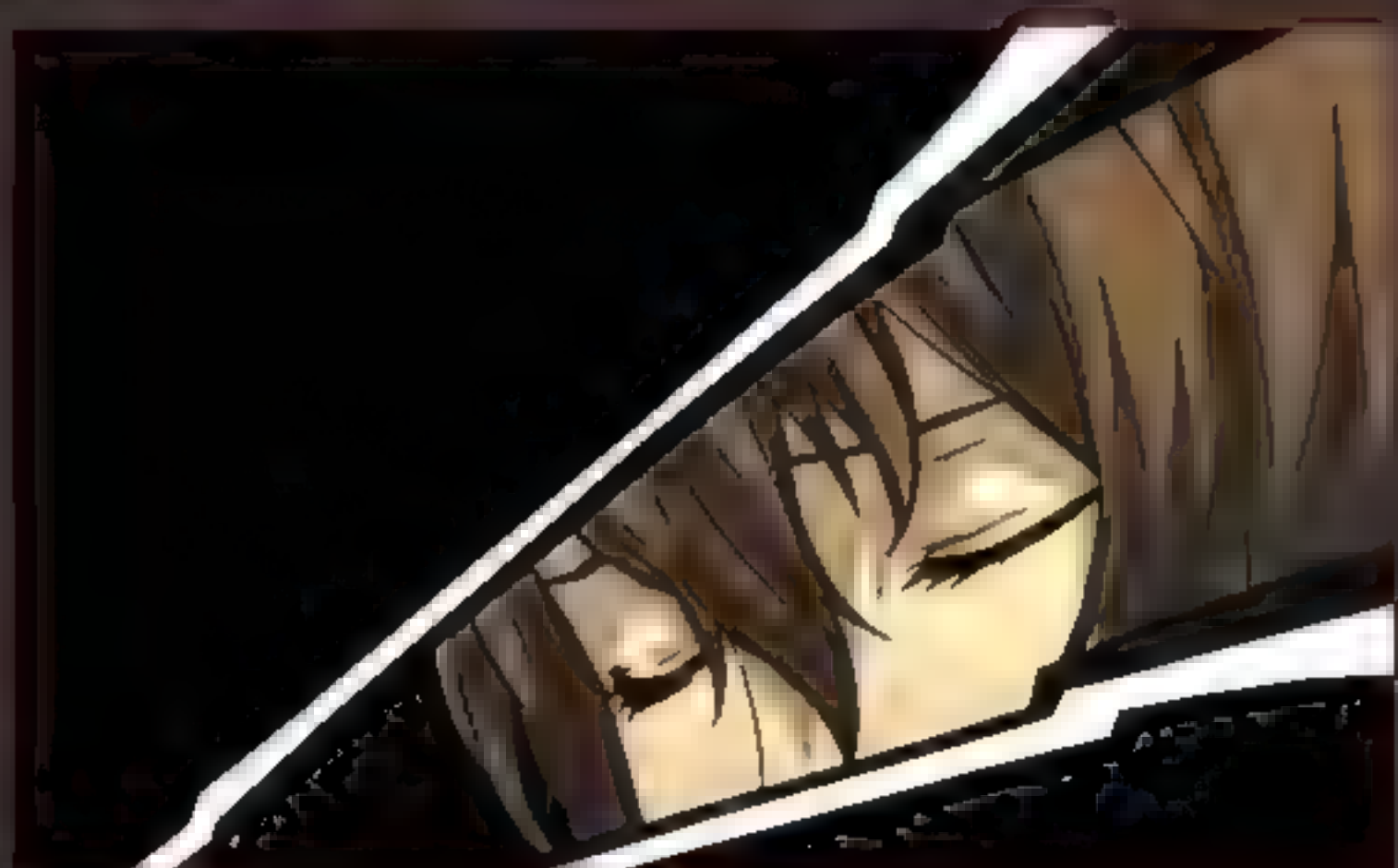
Serious



Scheming



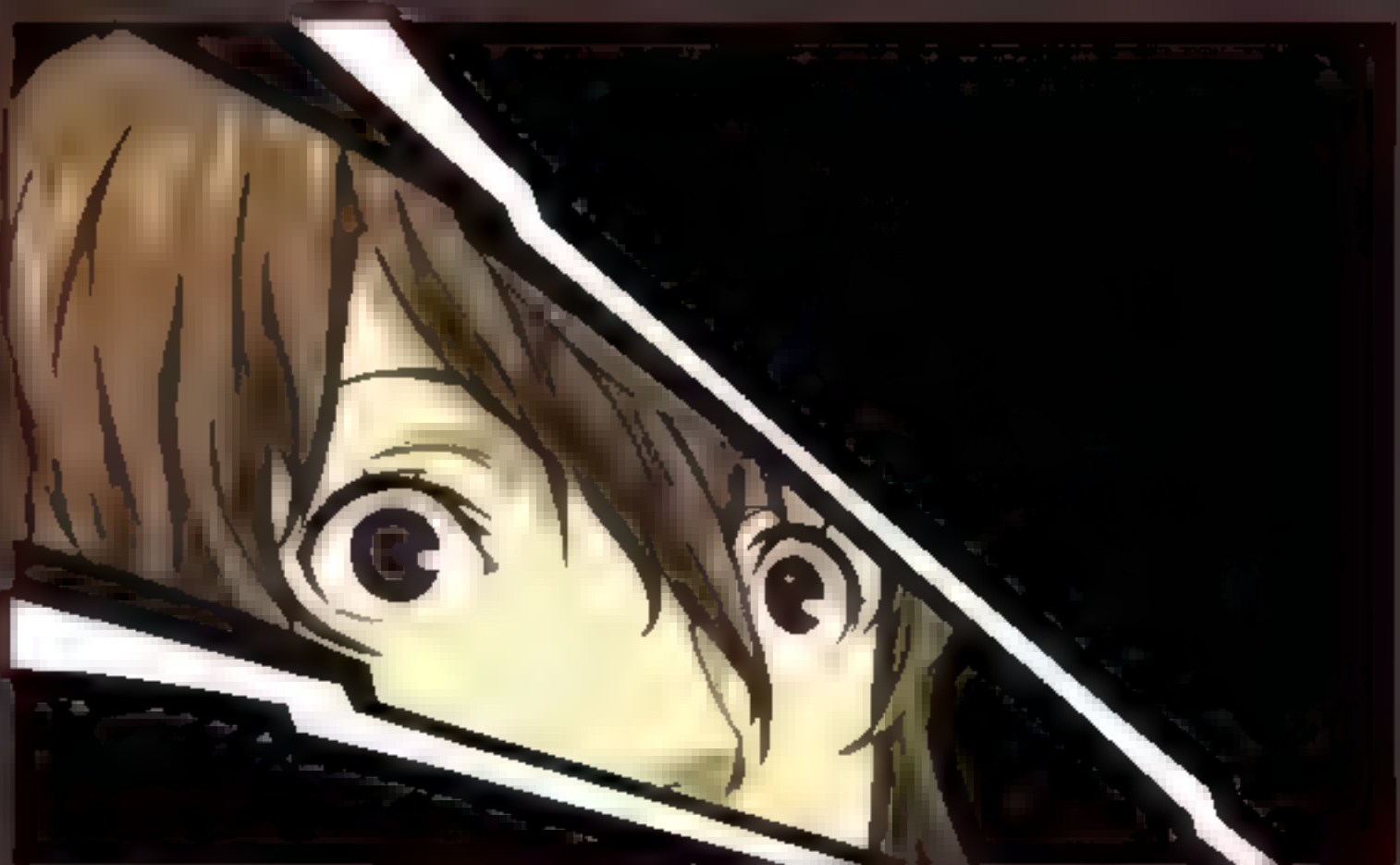
Pained



Sorrowful



Joyful



Surprised



Mad

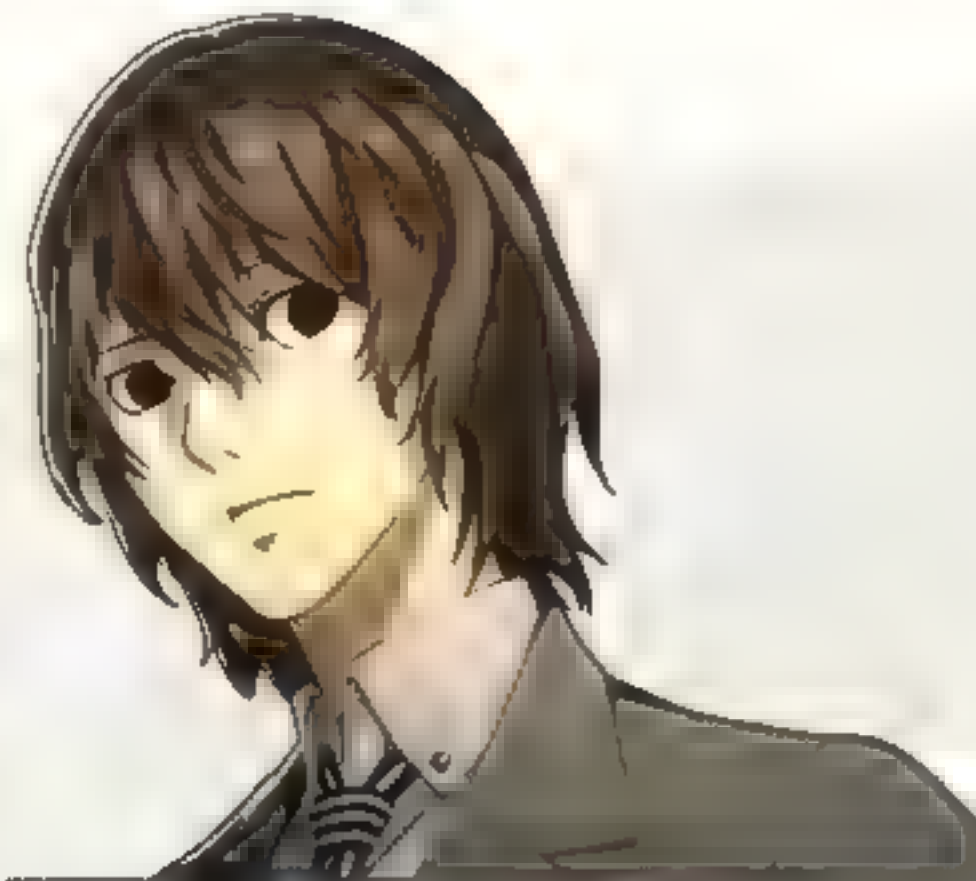


## Close-up (Dark side)

### ■ Normal



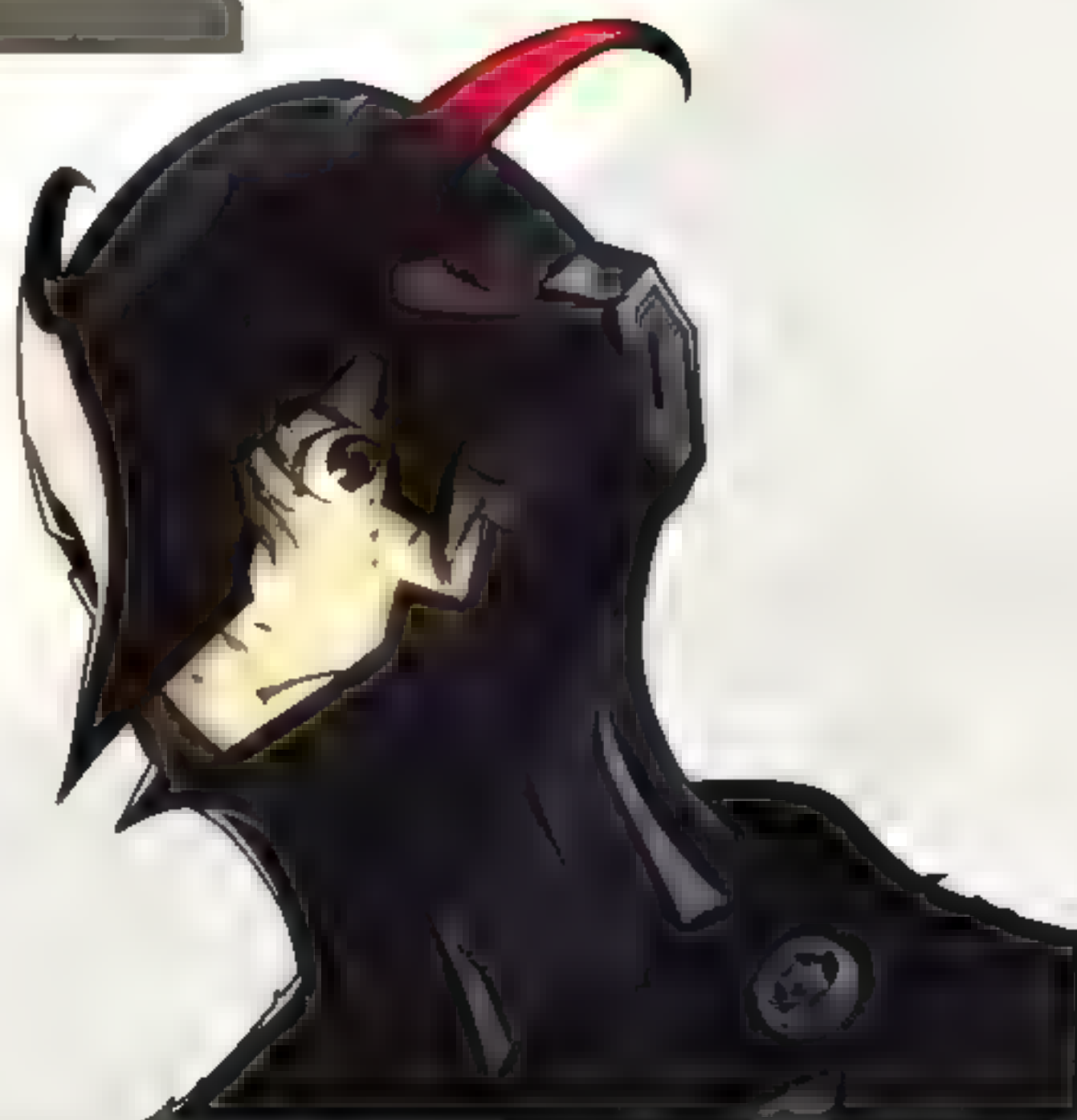
School Uniform



Cognitive World



Phantom Thief Outfit 1

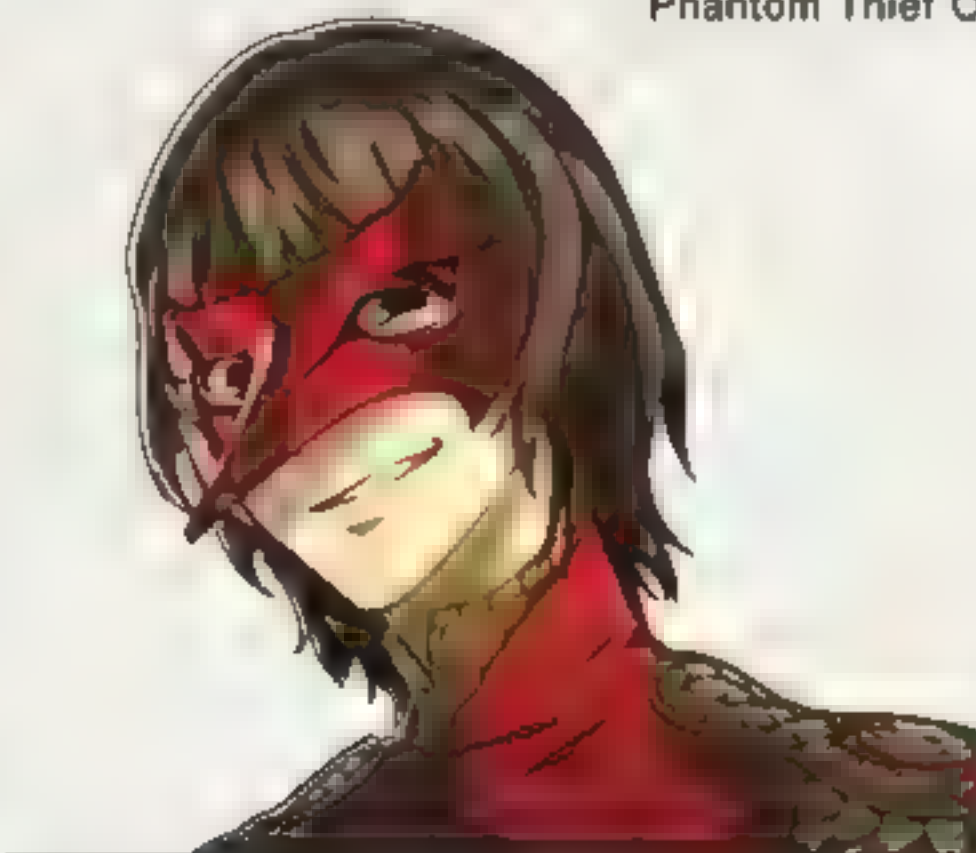


Phantom Thief Outfit 2

### ■ Smiling



School Uniform



Phantom Thief Outfit 1



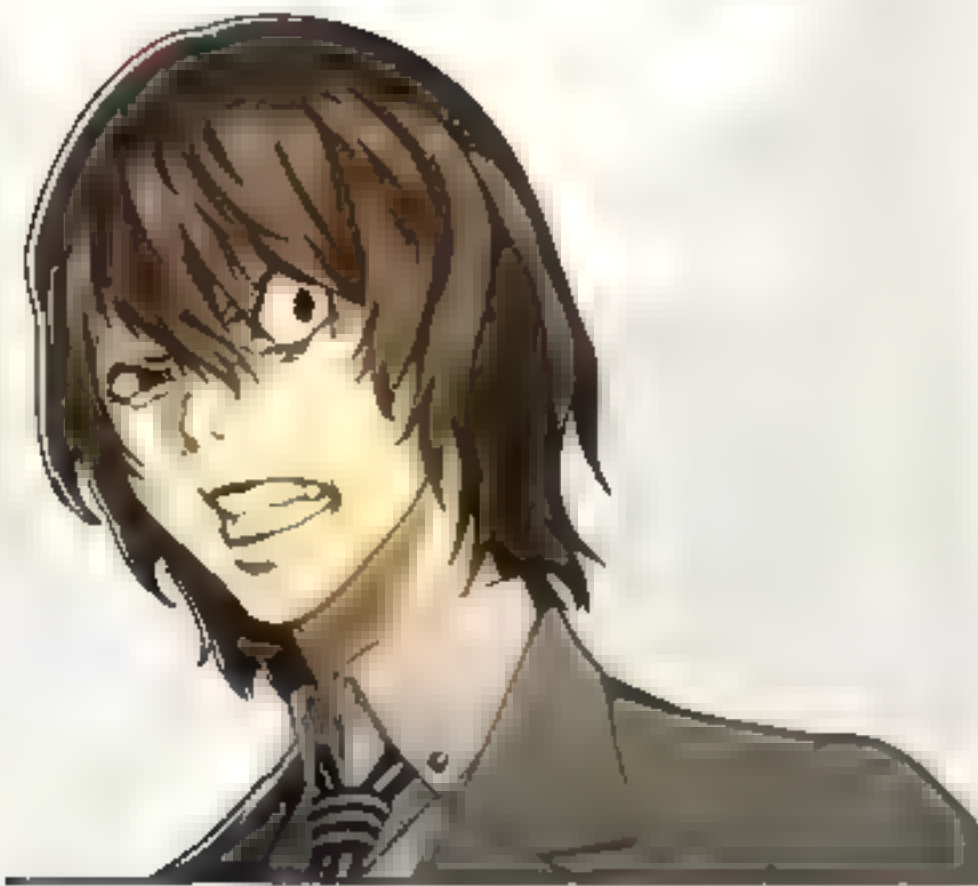
Phantom Thief Outfit 2



Cognitive World



■ Angry



Cognitive World



Phantom Thief Outfit 1



Phantom Thief Outfit 2

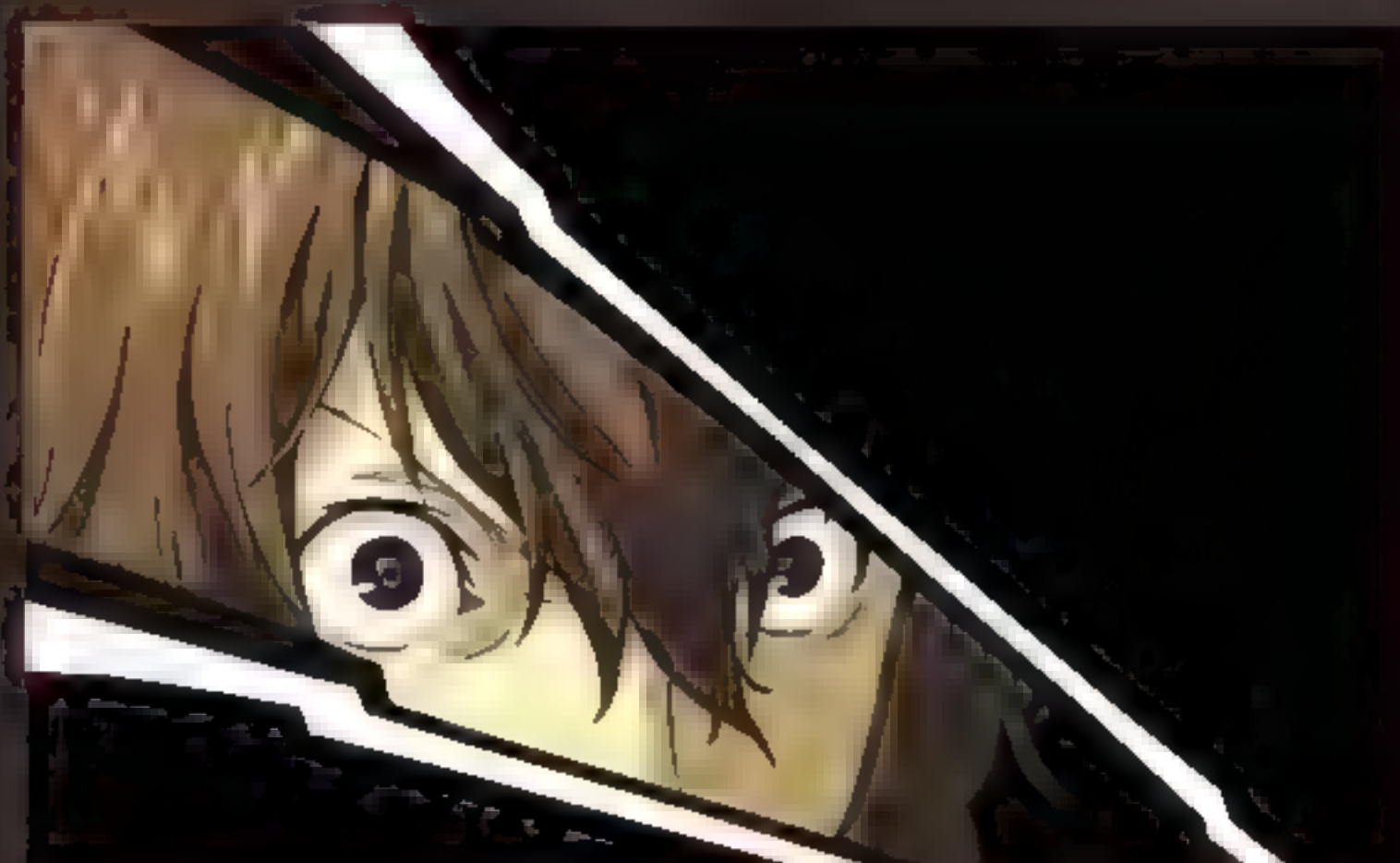
■ Pained



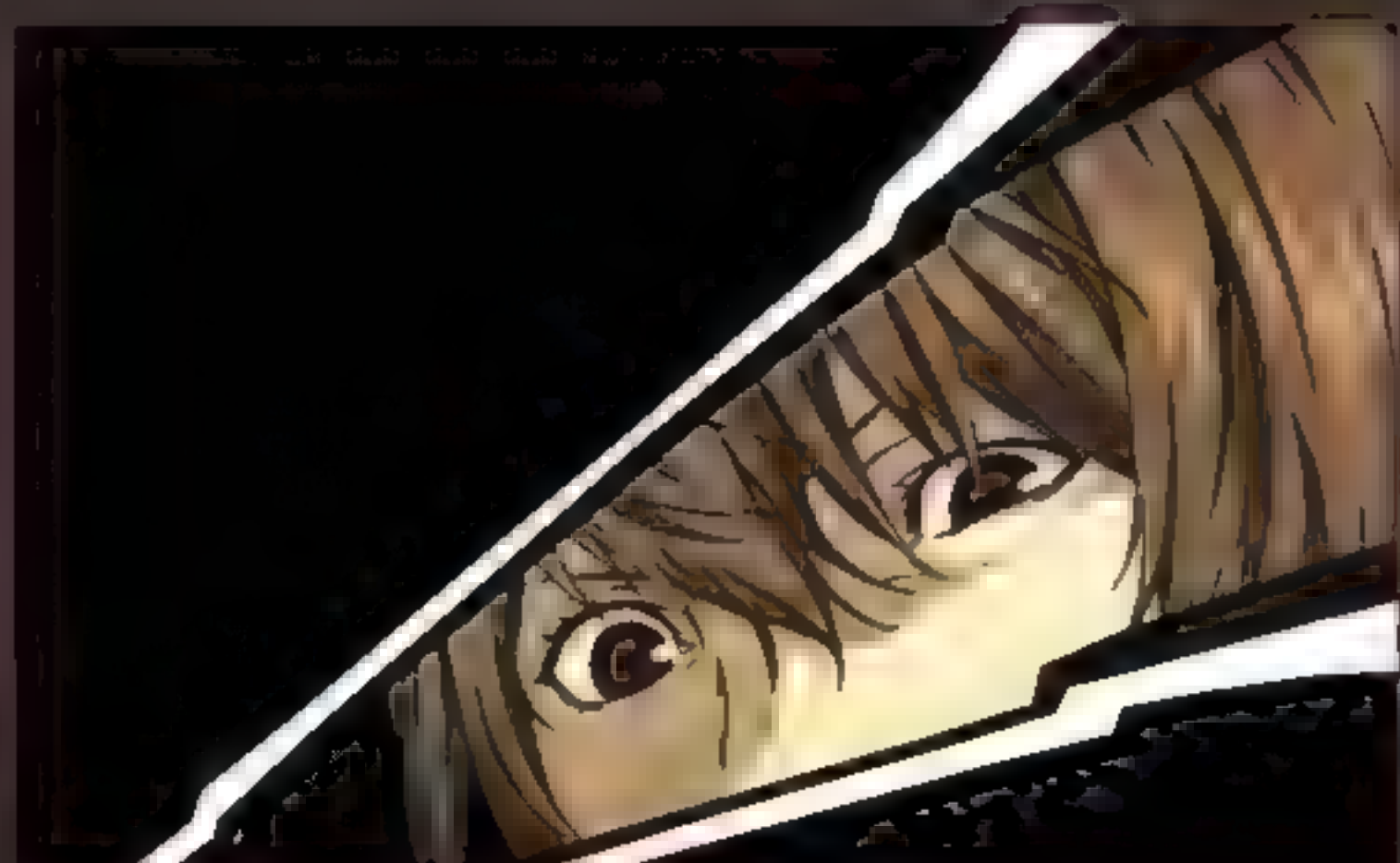
Phantom Thief Outfit 1



## Cut-in (Dark side)



Mad



Scheming





# Initial Image

■ School Uniform

Akechi  
Model Sheet

アケ4  
設定資料④









## ■ Phantom Thief Outfit

怪盗服  
设定

Akechi's Phantom Thief Outfit  
Concept Art



### Creator's Comment

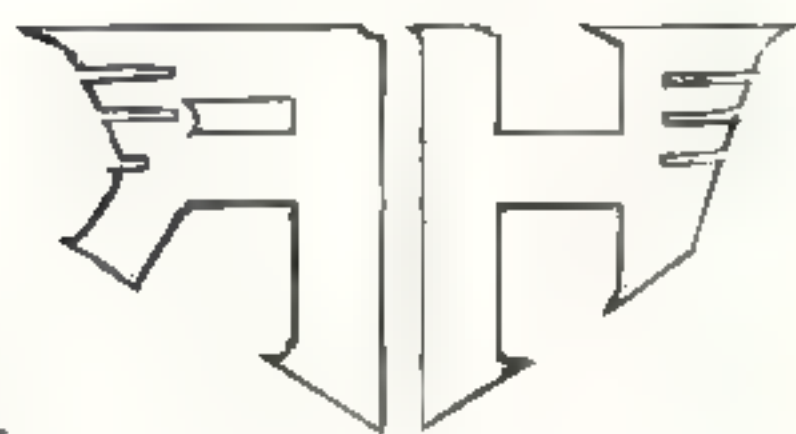
Akechi's mask was modeled after those worn by medieval plague doctors. It conjures up an image of unapproachability. Because the character has a long nose and a tengu-like (a tengu is a mythological red-faced humanoid creature with a long, protruding nose), conceited personality, we made his nose long like tengu's with a design that screams, "I'm about to smash your nose!" His formal uniform was designed in the image of an aristocratic mounted guard or honor guard. It's meant to be seen and captures Akechi's attitude of seeing himself on the side of justice, with no similarities to thieves, pirates, or robbers. As opposed to the protagonist, Akechi likes to be in the limeight, and we wanted his design to reflect that contrast.



**Robin Hood**

### Chest marking

◎ 44の3-7



手の広の形に  
フットするより凹みになっていきます。  
＊モテルでは劣る可

Indentation for his hand to fit into  
Can be omitted in the 3D model.

。裏側

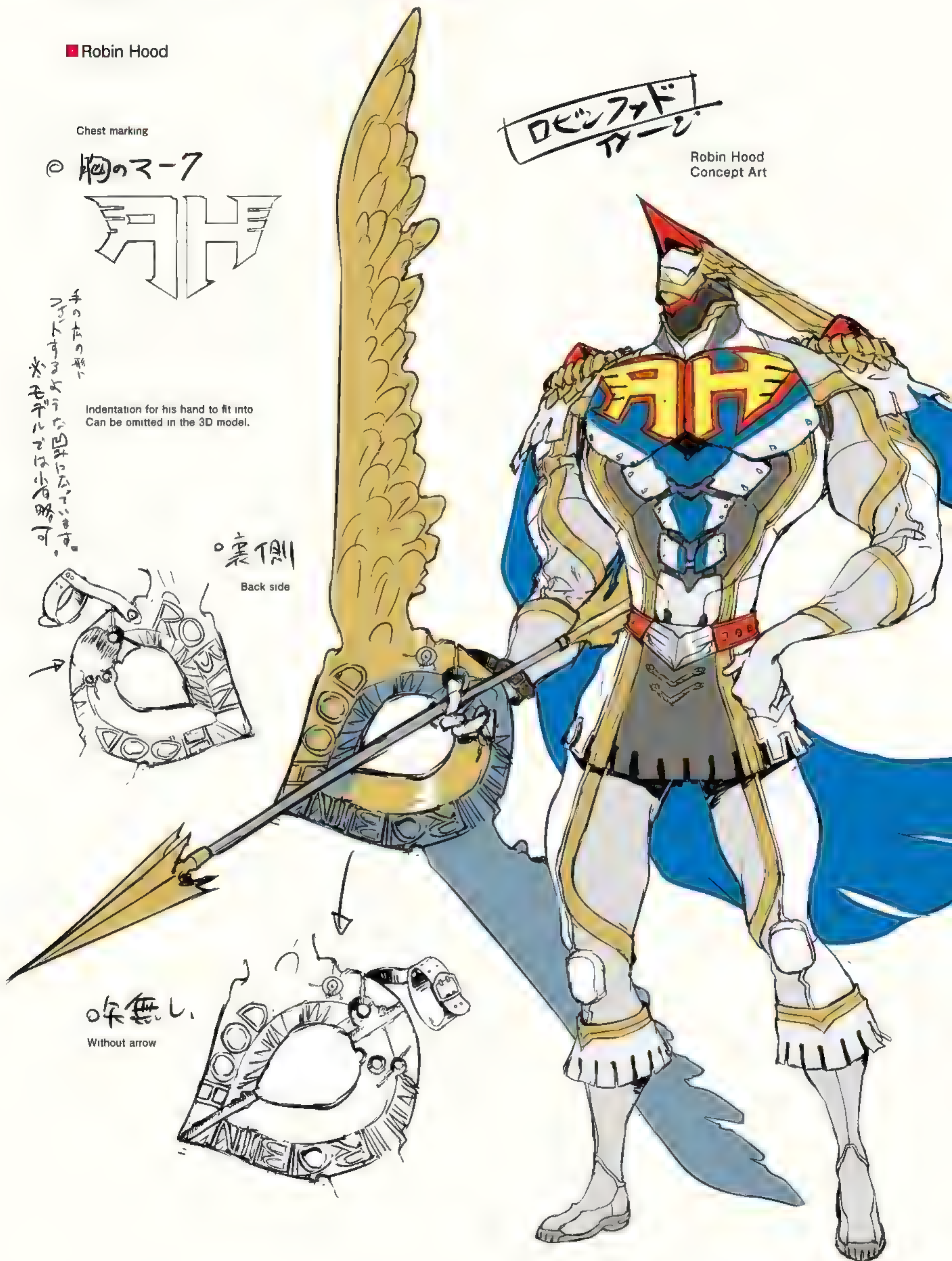
### Back side

吟無し、

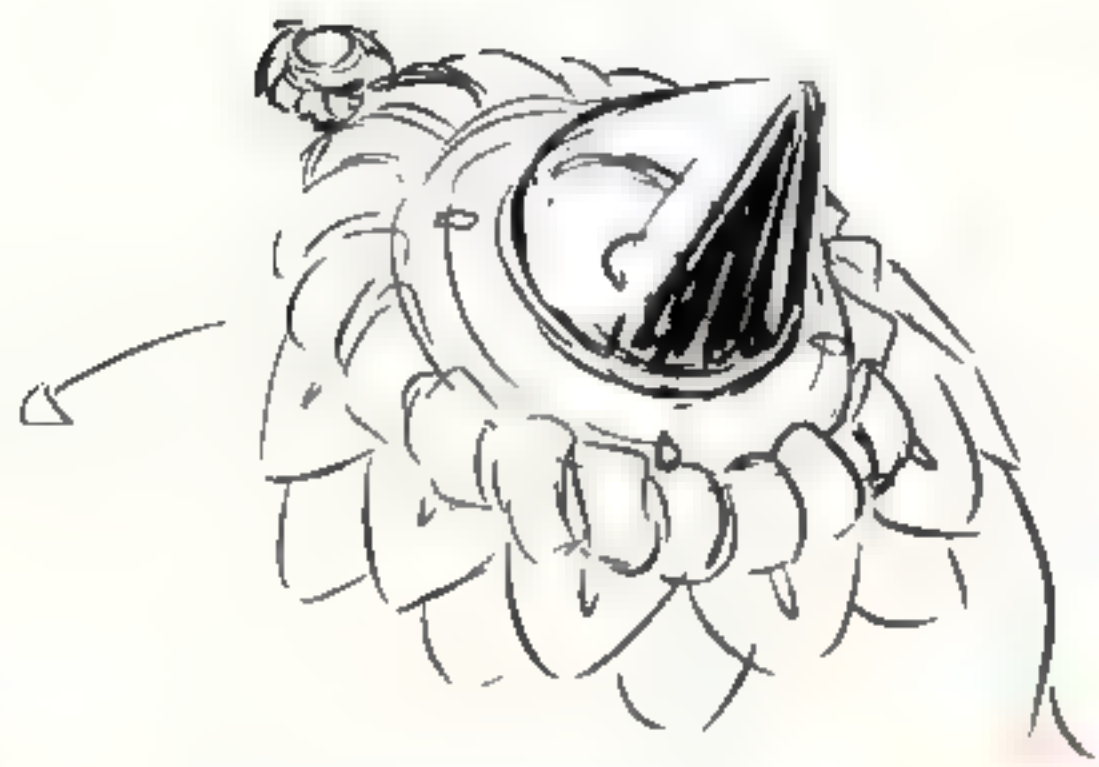
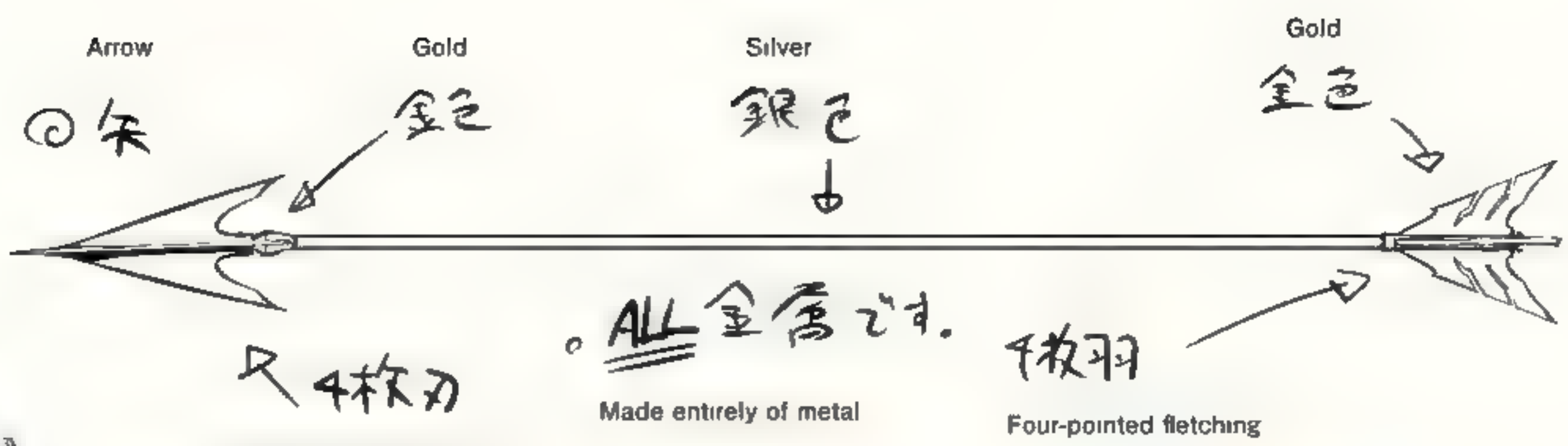
Without arrow

ロビンフット  
ターナー

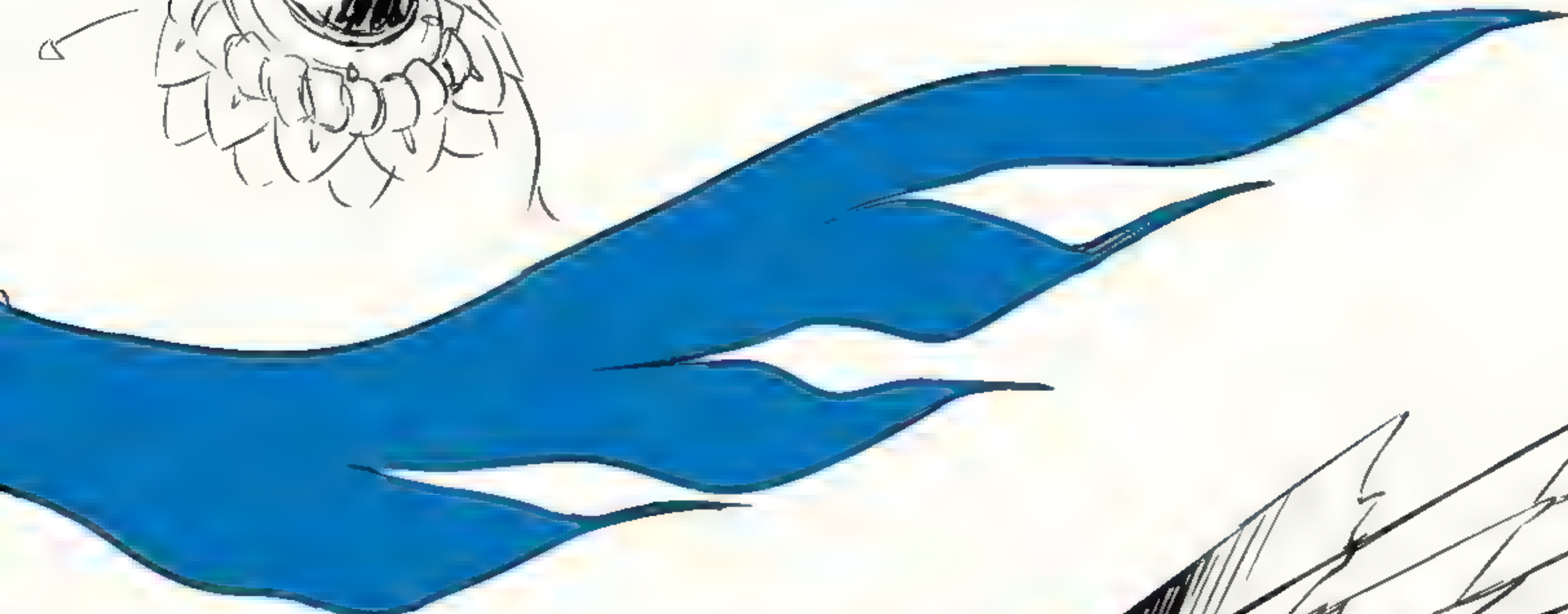
## Robin Hood Concept Art







Four-pointed arrowhead



バックル

Buckle



Shaped like a French cruller

フランスクルーラー  
みたいな  
形状。

金属です。

Made of metal

マントは  
切れ込みが  
入っている

Cape has cuts in  
the design





マント無

Without cape

Same logo as the one on his chest

胸と  
同じ  
ロゴ



Creator's Comment

This design was meant to represent a Superman-like hero who is the manifestation of justice. It also reflects Akechi's heroism. Much like Akechi has his logo on the attaché case he carries, the RH mark of Robin Hood is meant to display his assertiveness. Rather than him doing good deeds for the benefits of society, it's meant to have more of a "Watch me do good!" kind of feel to it.

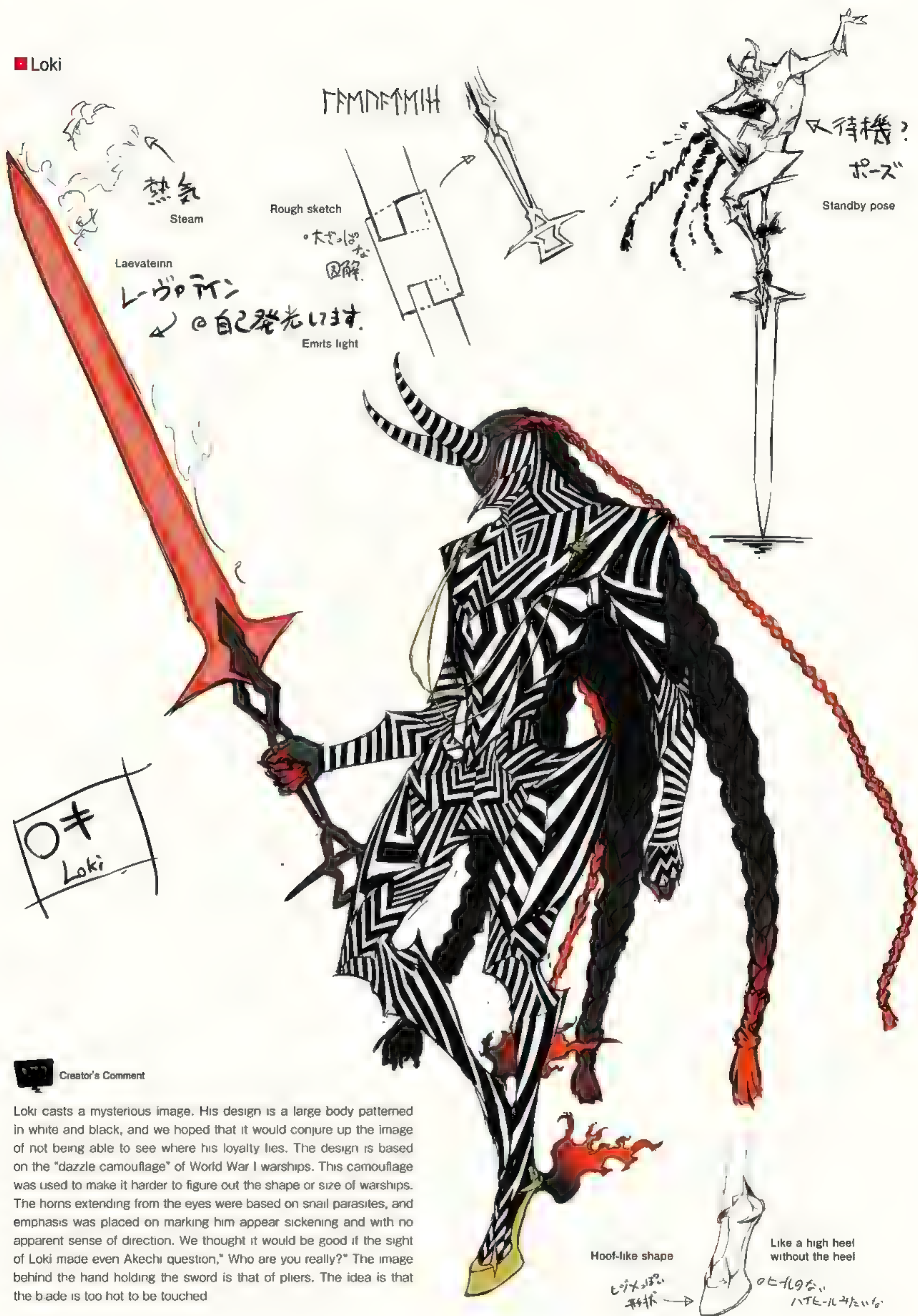
Front is white, back is blue.

マントは、表が白、裏が青です。





# ■ Loki



## Creator's Comment

Loki casts a mysterious image. His design is a large body patterned in white and black, and we hoped that it would conjure up the image of not being able to see where his loyalty lies. The design is based on the "dazzle camouflage" of World War I warships. This camouflage was used to make it harder to figure out the shape or size of warships. The horns extending from the eyes were based on snail parasites, and emphasis was placed on marking him appear sickening and with no apparent sense of direction. We thought it would be good if the sight of Loki made even Akechi question, "Who are you really?" The image behind the hand holding the sword is that of pliers. The idea is that the blade is too hot to be touched



Lines aren't three-dimensional  
but are more there for form.

A little curled, like a  
demon's

① 少し巻くニョプス。  
悪魔っぽく。

カールと。

≡ 線は、立体ではなく  
モルフィックな物です。

Braids converge in the middle

黒い三つ編みは  
金やから重に編みこむ。





Initial Image

■ Goro Akechi

アケチ  
- 初 -

Akechi  
The 1st Sketch

これは  
主人公

The protagonist



Too historical?

時代が古すぎる  
盗賊の衣装

Masked Phantom Thief

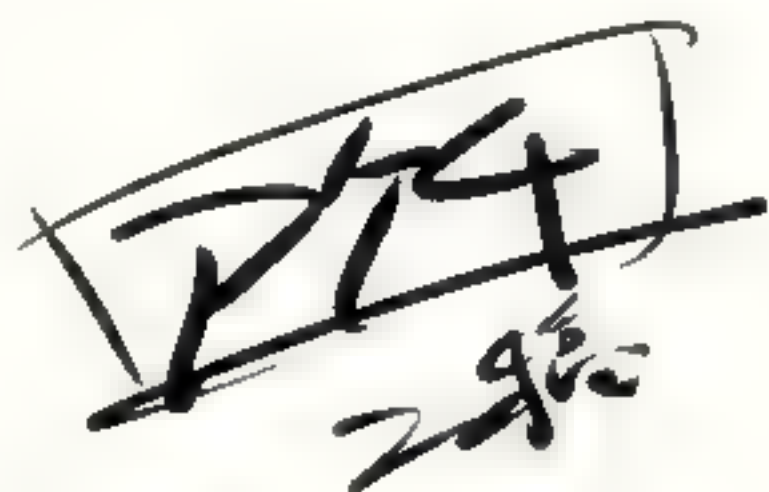






## Creator's Comment

I sketched these while struggling to decide how suspicious to make Akechi appear. I tried going with something a little more charismatic, but overdoing it left the impression that the character was definitely going to either betray you or die, and it left him overly suspicious, so a request was to dial it down a bit. We were actually entertaining the idea of making him and Makoto brother and sister over the course of the project's development.



Akechi  
The 2nd Concept Art



・ 29th 兄弟かどうにしろ？

Maybe make him Makoto's brother?







■ Persona

Masked  
Phantom Thief



Unlike other protagonists, his persona is grabbing the chain that connects them. I want the chain to be more important when summoning.

主人公と繋い  
ベリッ(シキウ?)が鎖も  
握(お)い。召喚時の鎖の  
意味も印象が強い。

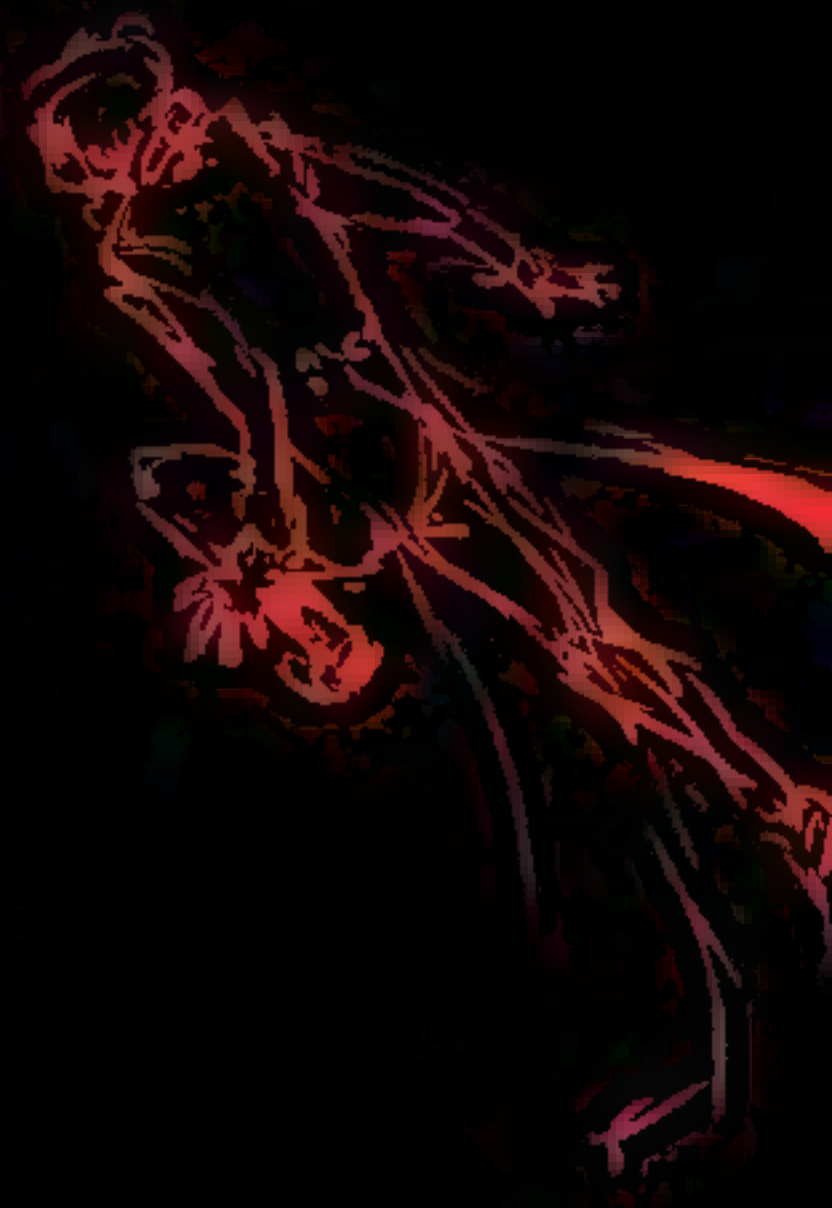
BOSS: Akechi & Loki



Always manifested

常時出現 (2015年 - 今)





Section 2

## Side Characters

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# CONFIDENTIAL

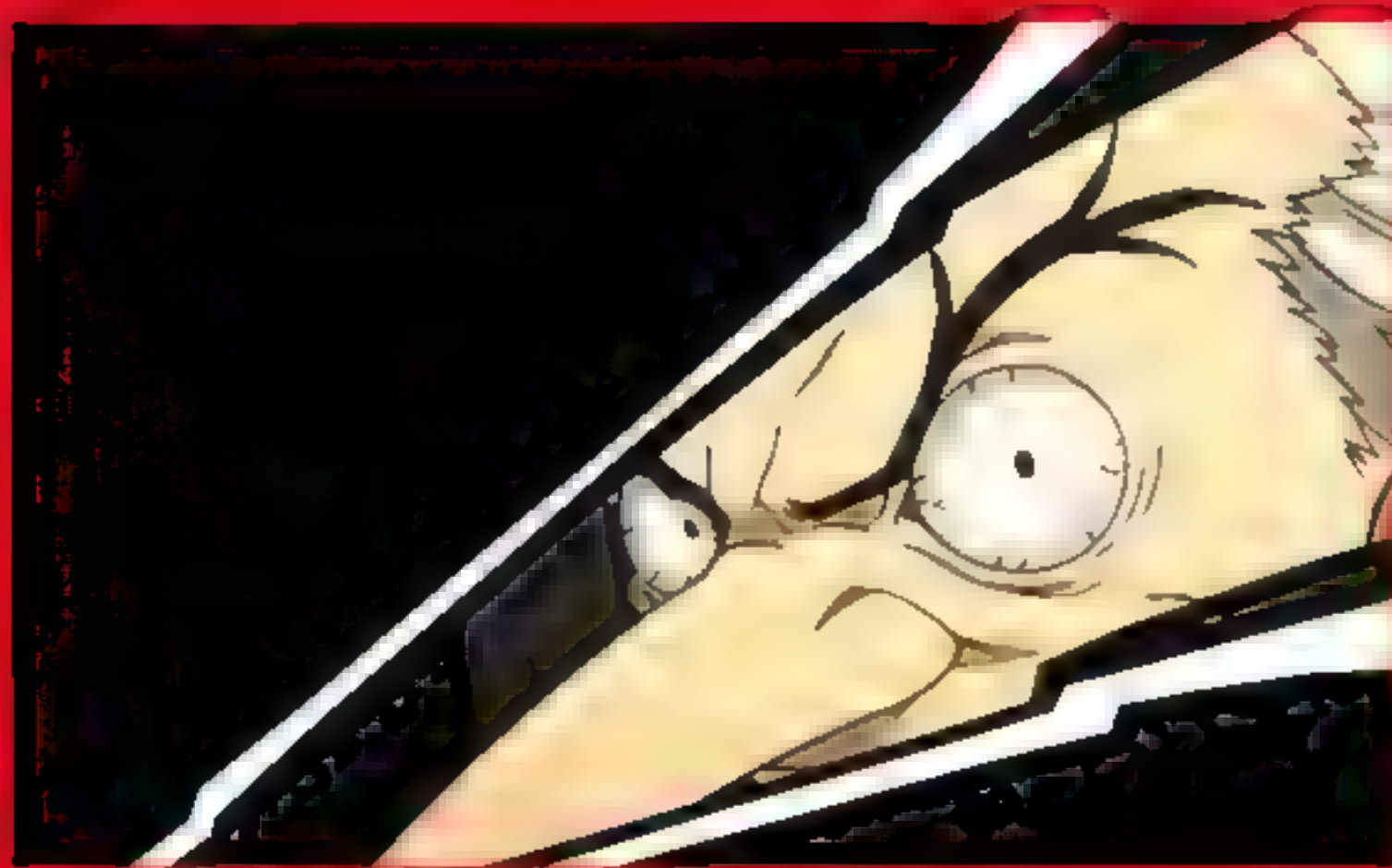


## Igor

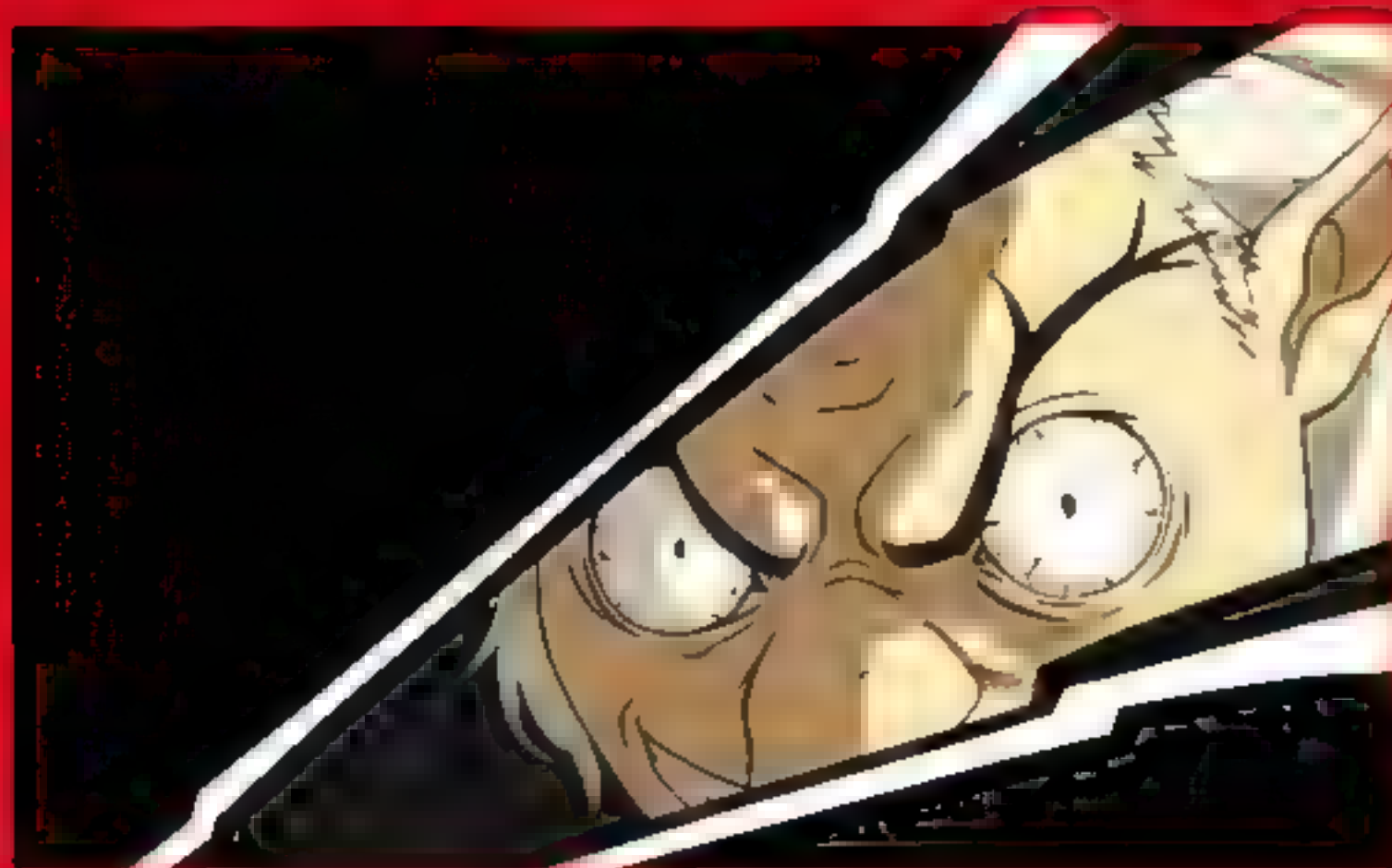
JP: Masane Tsukayama

Igor is the warden of the Velvet Room—a room that exists in the space between dream and reality, mind and matter, and was made to resemble a jail for this particular game. His Arcana is the Fool. Two guards, named Justine and Caroline, accompany him. He foresees great calamity for the protagonist and gives him the tools to resist that fate. He also keeps a close eye on the protagonist's interactions with other people.

### Cut-in



Joyful



Scheming

### Confidant Screen







#### Creator's Comment

Kazuma Kaneko originally designed this character and his uniquely proportioned head. While he was redrawn for this game, he is an unchanging constant in the "Persona" series, so we did not rework his design. He's probably the only thing we can rest assured will never change. What could be called Igor's representative pose is when he folds his hands while leaning over his desk. We had to be careful when drawing him to maintain the overall balance required to capture the elegance of the gesture. Igor is not human, so we also had to keep his "sculpted" appearance in mind when drawing him.





# CONFIDENTIAL

## Sojiro Sakura

JP: Joji Nakata

The owner of Café Leblanc, a coffeehouse in the back alleys of Yongen-jaya. His arcana is the Hierophant. While hardly enthusiastic about it, he ends up as the guardian of protagonist and lets him live on the second floor of his shop. He is blunt in his disdain for anything annoying or bothersome, but is a kind person at heart. He's passionate about his coffee and special curry and is a dandy with a fondness for both women and cats.

### Initial Image





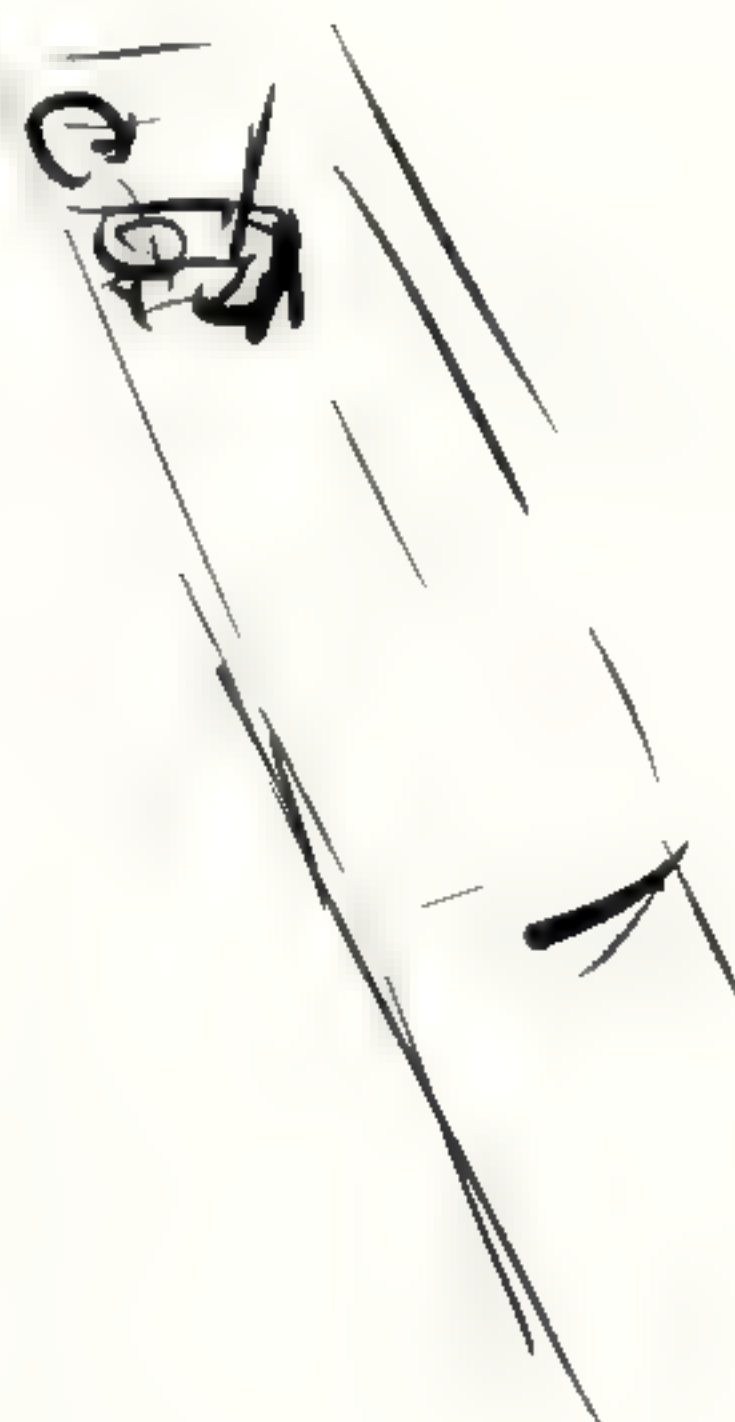


# Creator's Comment

To sum up Sojiro, he is extremely cliché in that he's a slightly scruffy old man. He's an adult male who has aged well and has a lot of vitality. Art and style were heavily emphasized in this game, and we thought he could have the same sense of art and style and not be a man who is stuck in his ways and unfamiliar with what's popular with the youth. We figured that a sense of art and style from this character, who lives with the protagonist, would lead to him coming across as a dandy playboy. We had originally designed him to be a little older but changed his hair to black over the course of the project to make him look younger. He's actually very kind, but there are times when he's cold to the protagonist, so we tried to add a touch of something unlikable to his design.

主人公の隠れ家  
+ 店じいさん  
2稿

House of Protagonist (Hideout)  
Café's Old Man  
The 2nd Concept Art





主人公の隠れ家  
+ 店じいさん 外着.

Street clothing

House of Protagonist (Hideout)  
Café's Old Man





# Close-up

■ Normal



Café Clothes



Casual Clothes



Casual Clothes (with hat)

■ Angry



Café Clothes



Casual Clothes



Casual Clothes (with hat)

■ Angry



Café Clothes



Casual Clothes



Casual Clothes (with hat)



## ■ Sad



Café Clothes



Casual Clothes



Casual Clothes (with hat)

## ■ Surprised



Café Clothes



Casual Clothes



Casual Clothes (with hat)

## ■ Pained



Casual Clothes (with hat)



Café Clothes



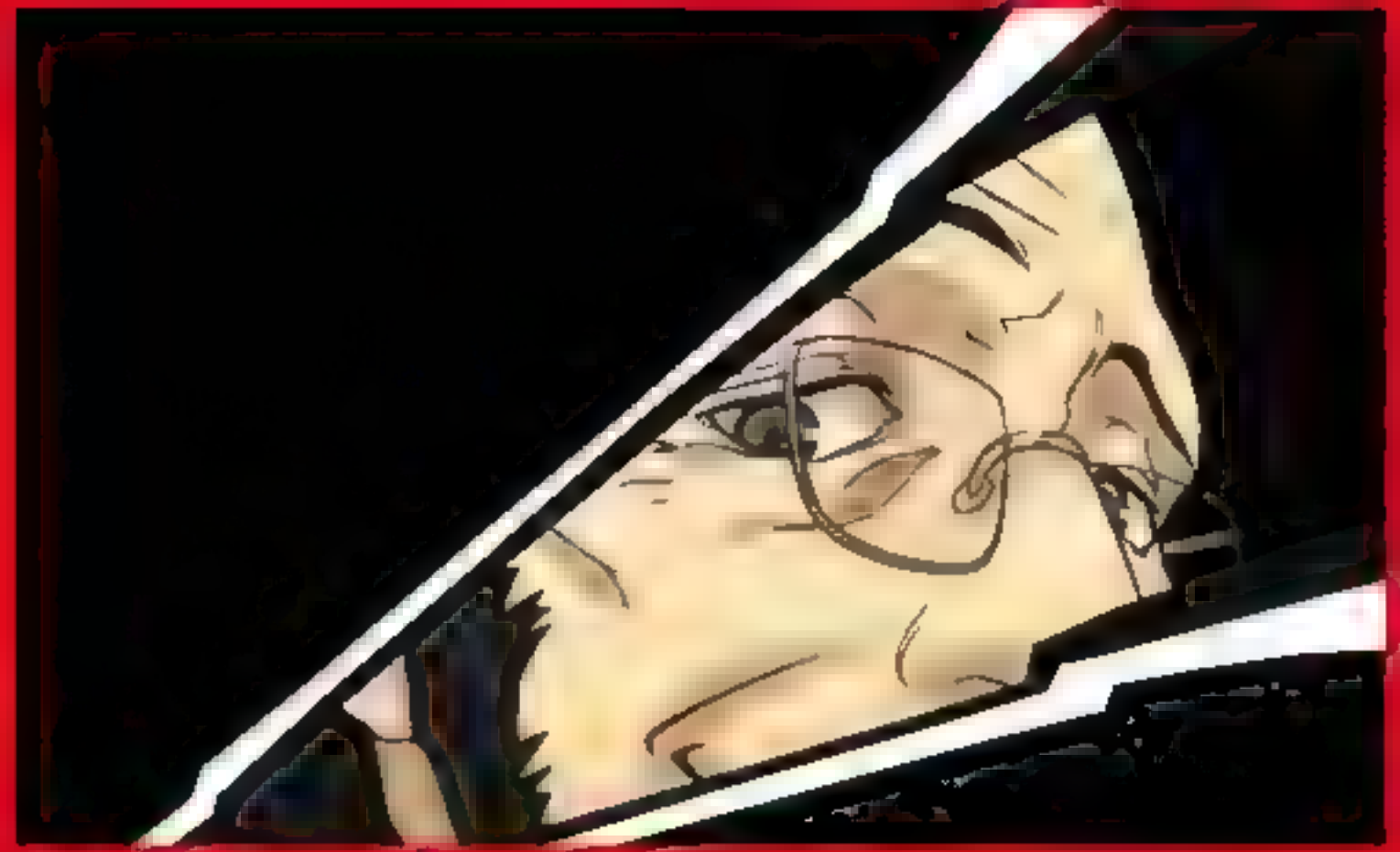
Casual Clothes



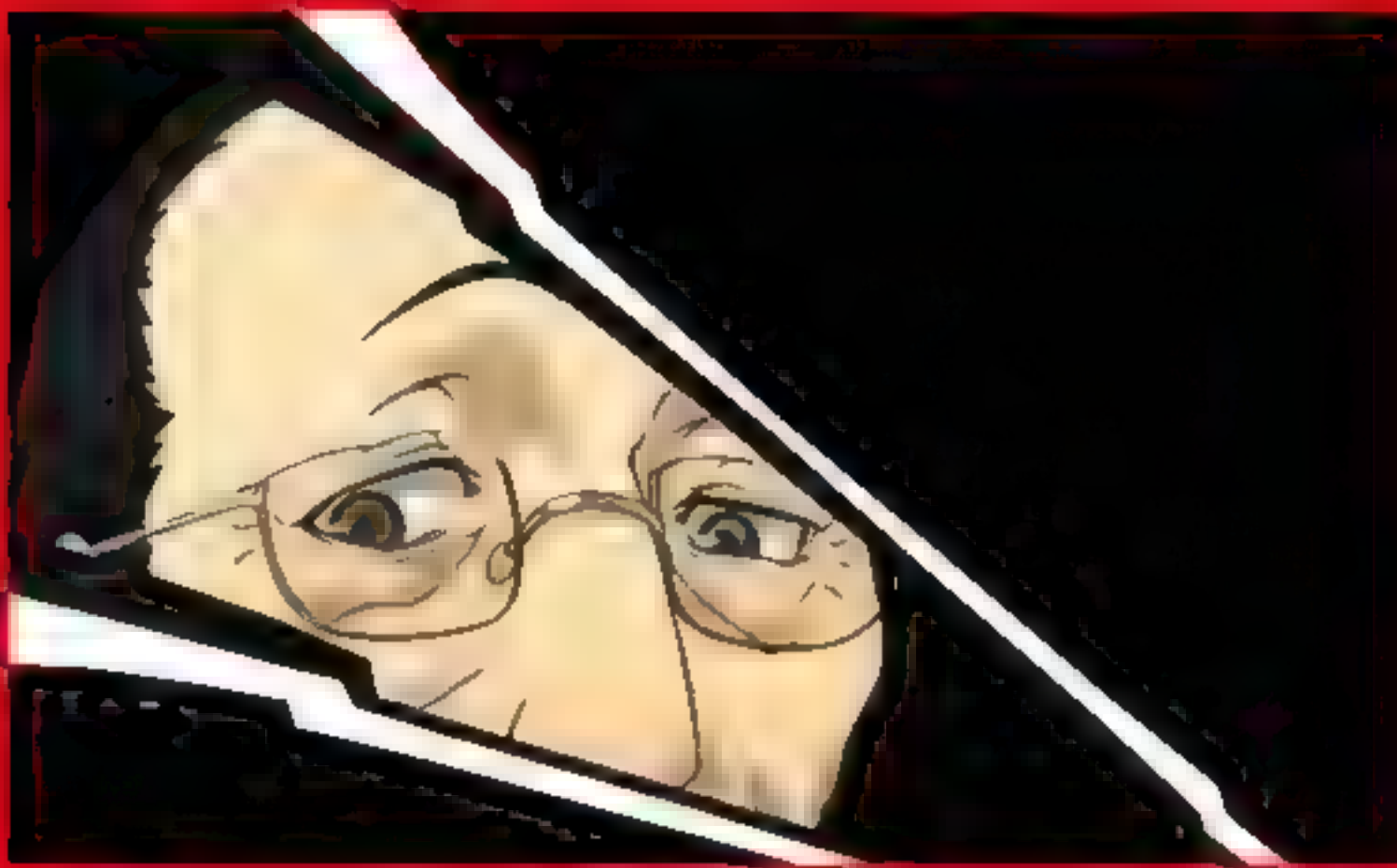
## Cut-in



Sorrowful



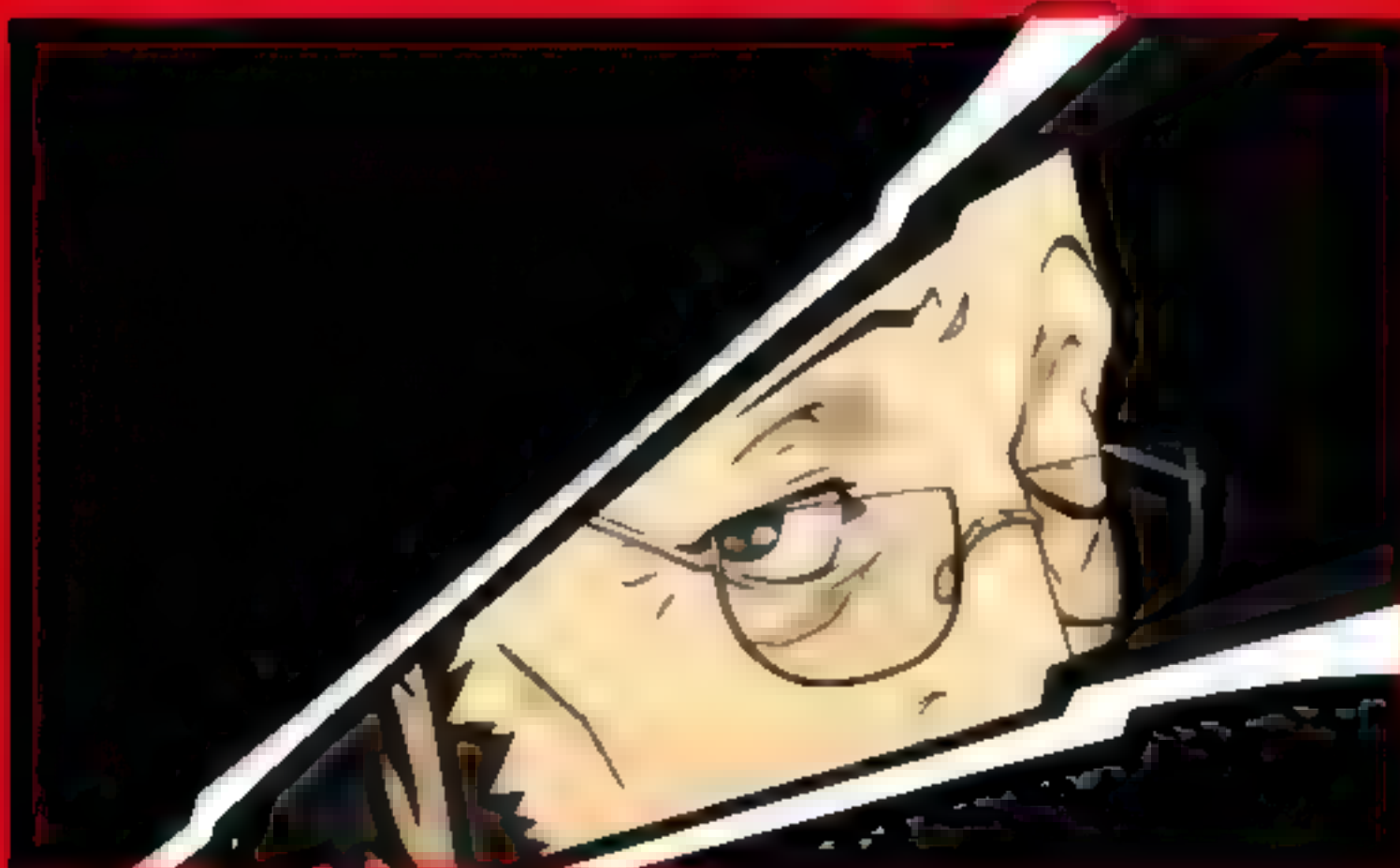
Surprised



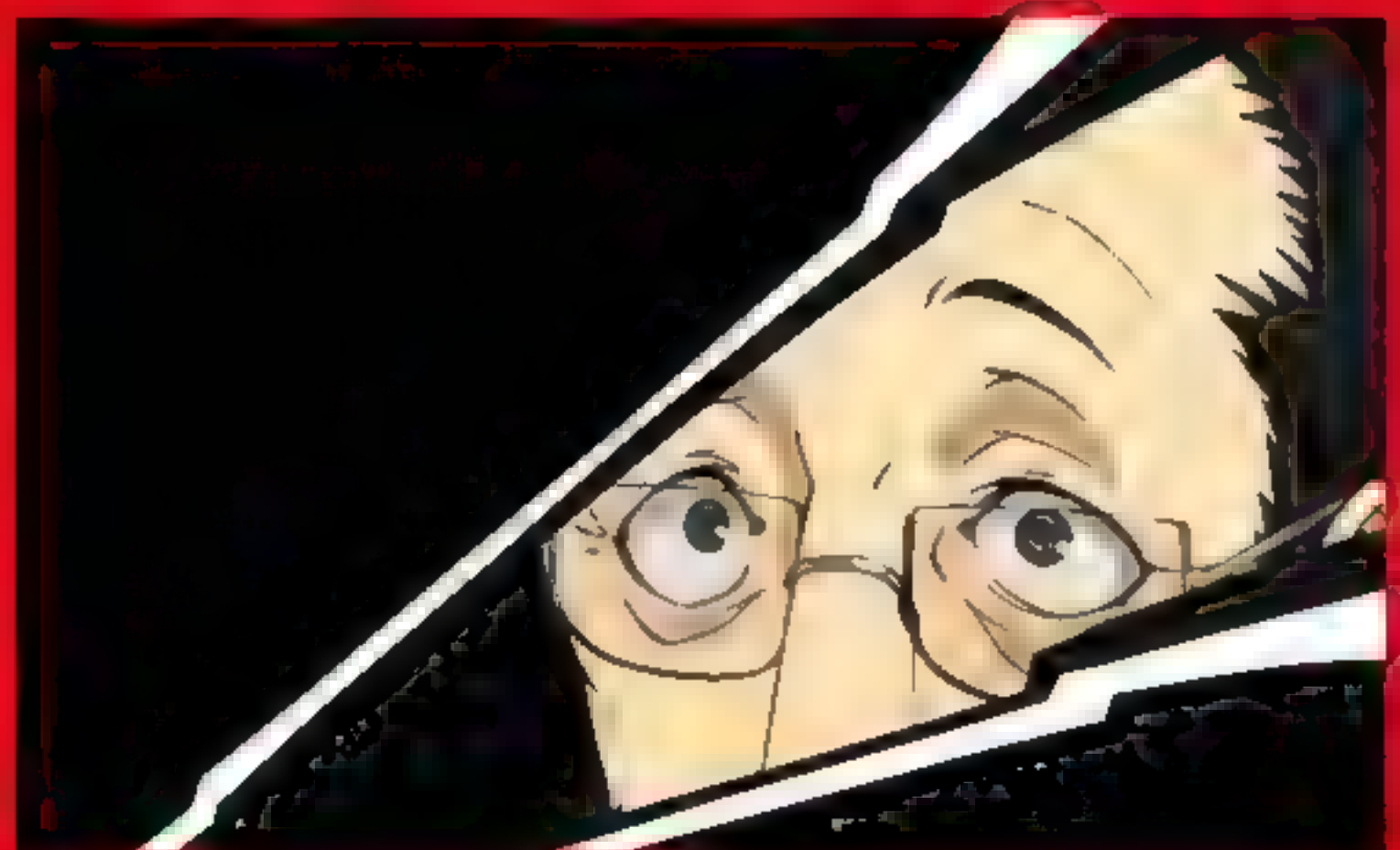
Normal



Mad



Suspicious



Surprised

## Confidant Screen





# Persona 3

## Chihaya Mifune

JP: Miyu Matsuki

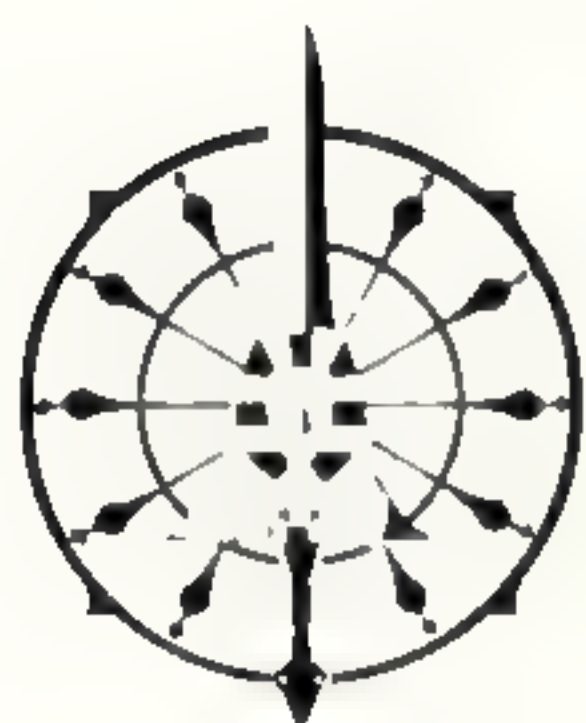
Chihaya is a woman with the ability to see inescapable fates. She came to Tokyo to escape people from her hometown, who treated her like a monster because of her abilities, and makes her living working as a fortune-teller in Shinjuku. Her Arvana is the Wheel of Fortune. She has godly powers but is naive to the ways of the world. She is raised to the status of savior of a burgeoning religious organization and forced to defraud her customers.

### Initial Image



She may use Tarot Cards





#### Creator's Comment

I designed Chihaya to be sort of Blythe doll version of what I imagined a fortune-teller to be. We made her doll-like, because we wanted to make her into a character with a mysterious, otherworldly feel to her. When designing Chihaya, I paid close attention to her makeup. The blush on her cheeks makes her one of the only characters who clearly wears makeup.





## Close-up

■ Normal



■ Smiling



■ Angry



■ Sad



■ Surprised



■ Blush 1

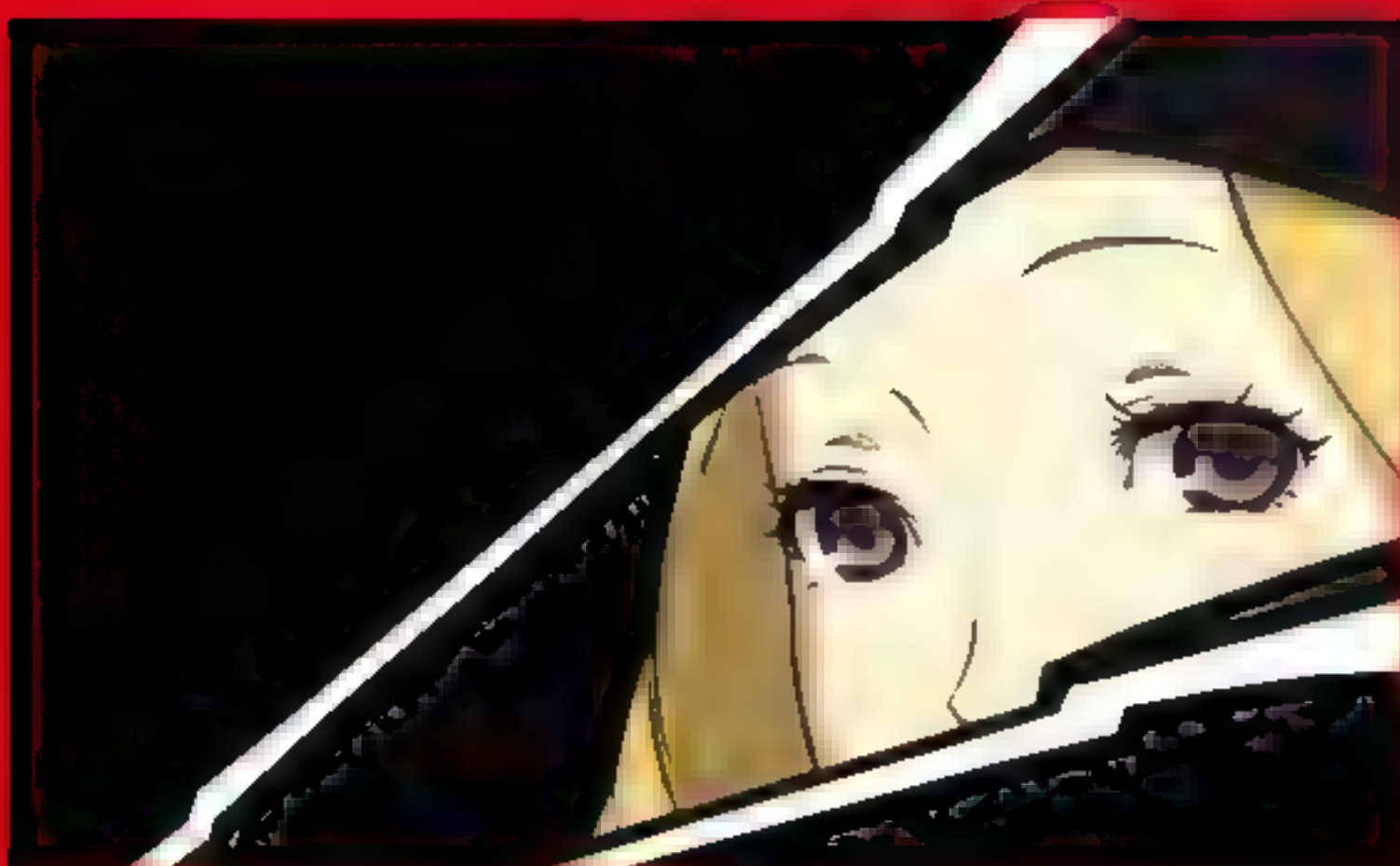


■ Blush 2

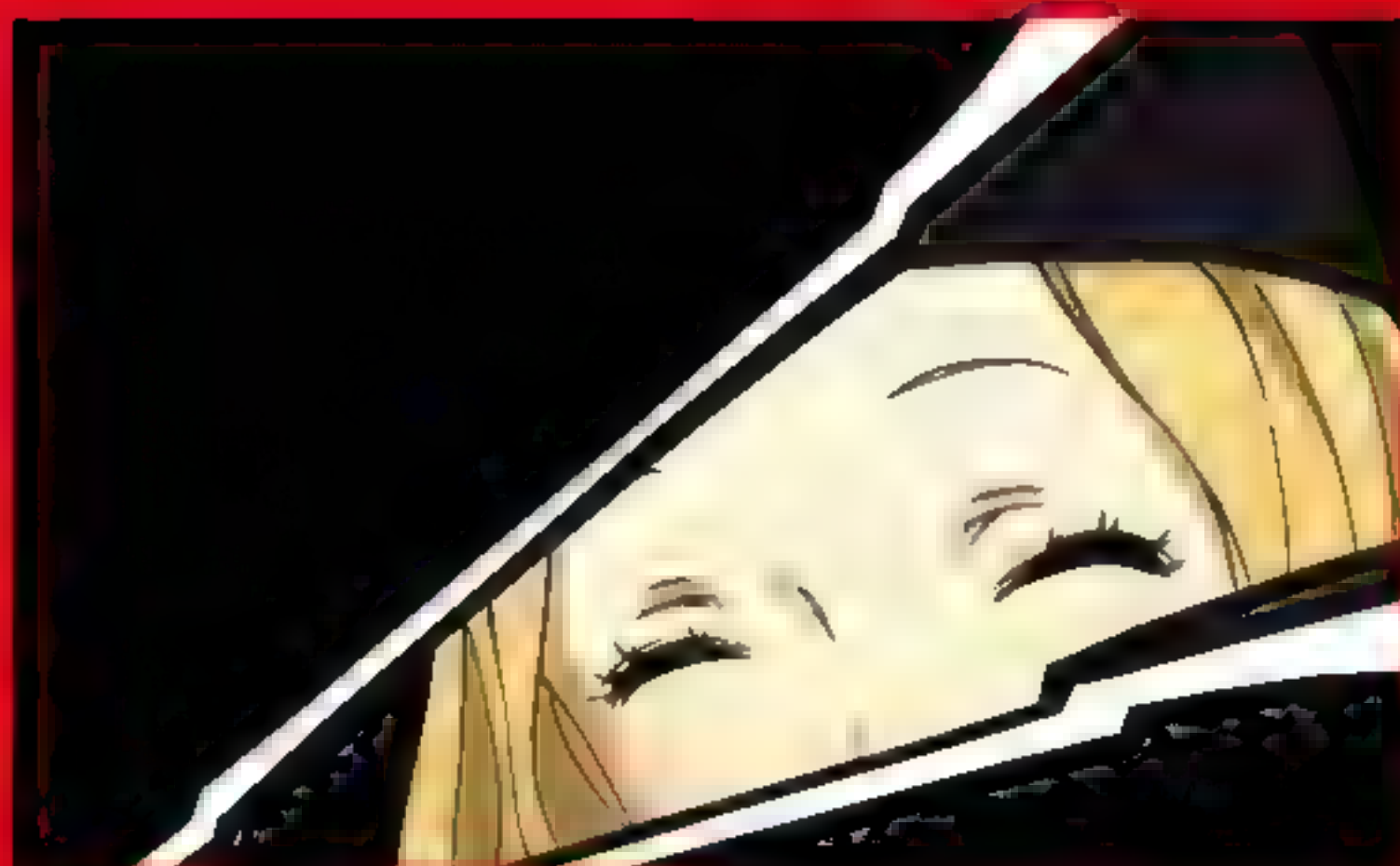




## Cut-in



Concerning



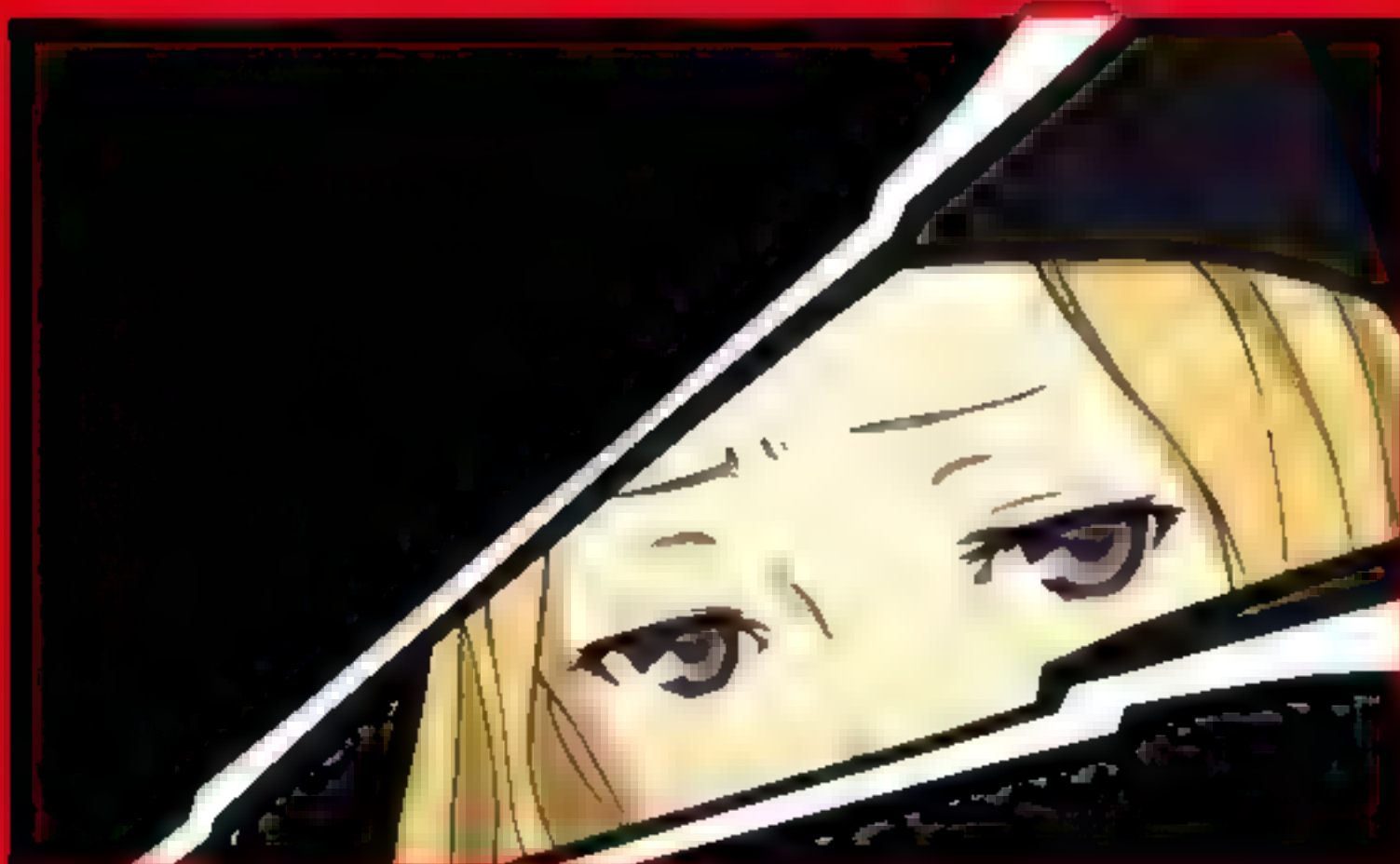
Joy



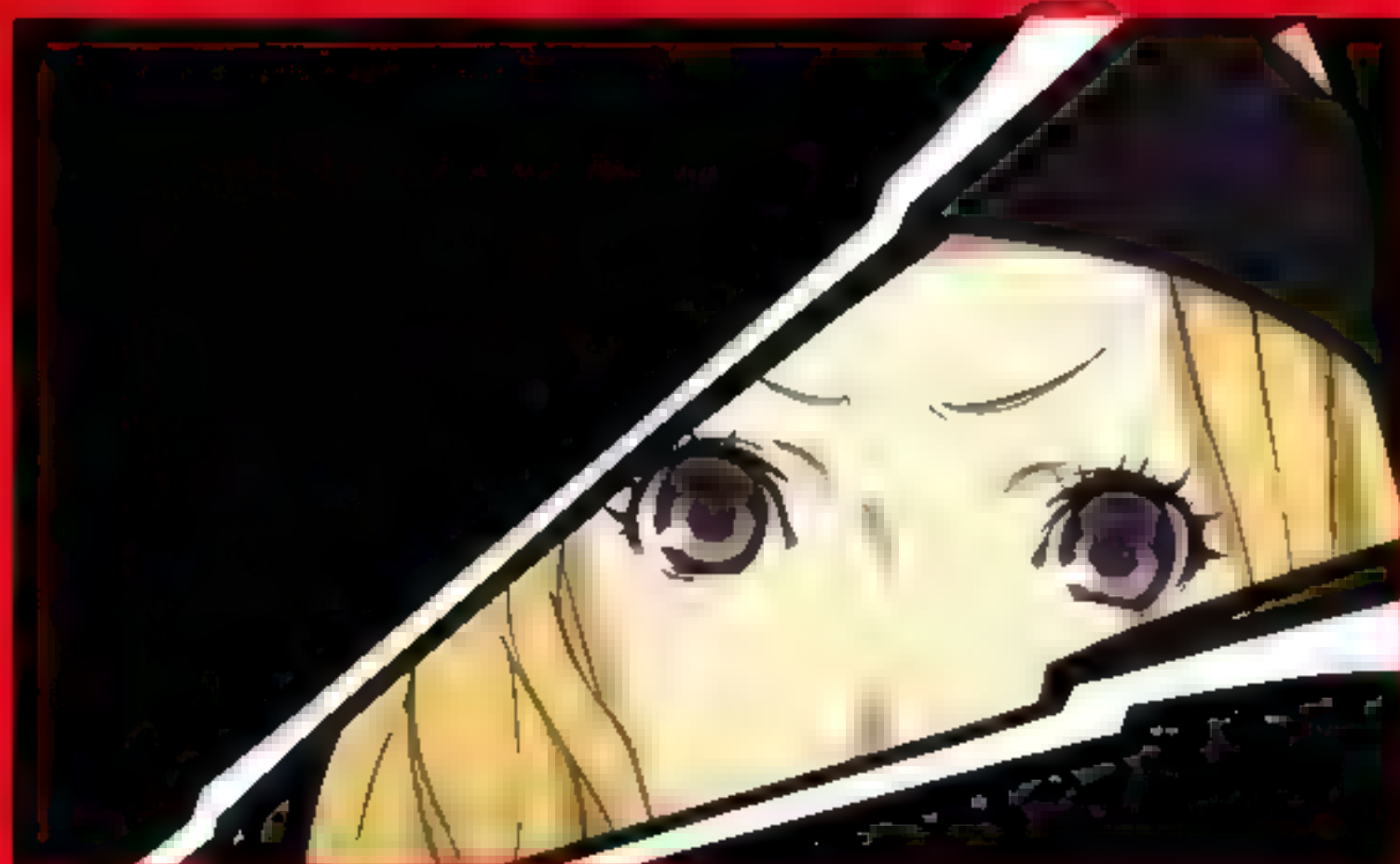
Sorrowful



Amused



Suspicious



Mad

## Confidant Screen







# Justine and Caroline

JP: Aki Toyosaki

Justine and Caroline are twins who work for their master, Igor, as guards in the jail-like Velvet Room. They have contrasting personalities: while Justine is quiet and emotionally reserved, Caroline is ill-tempered and hostile. Their Arcana is Strength. Their duties include executing Persona and rehabilitation. Part of the rehabilitation involves helping the protagonist improve his Persona abilities. However, through interacting with him, they begin to harbor doubts regarding their own deeds and origin.

## Initial Image

## Confidant Screen







■ Caroline

■ Justine



Creator's Comment

When we were discussing what to do with our customary Velvet Room characters, our planner Tanaka had previously said that he thought, "Twins would be good." Actually, it's be more accurate to say he'd been pushing the twins idea from the very beginning. ("laughs") We ultimately decided to go with twins because we thought the characters should have some mystery to them. Because we positioned these characters to be noticed, we wanted to add a bit of catchiness to their design. The letters on their caps combine to create the word "OXYMORON" Each was given a right-brained or left-brained personality type, and the eye on which they wear their eye patch denotes which is which.



## Initial Image



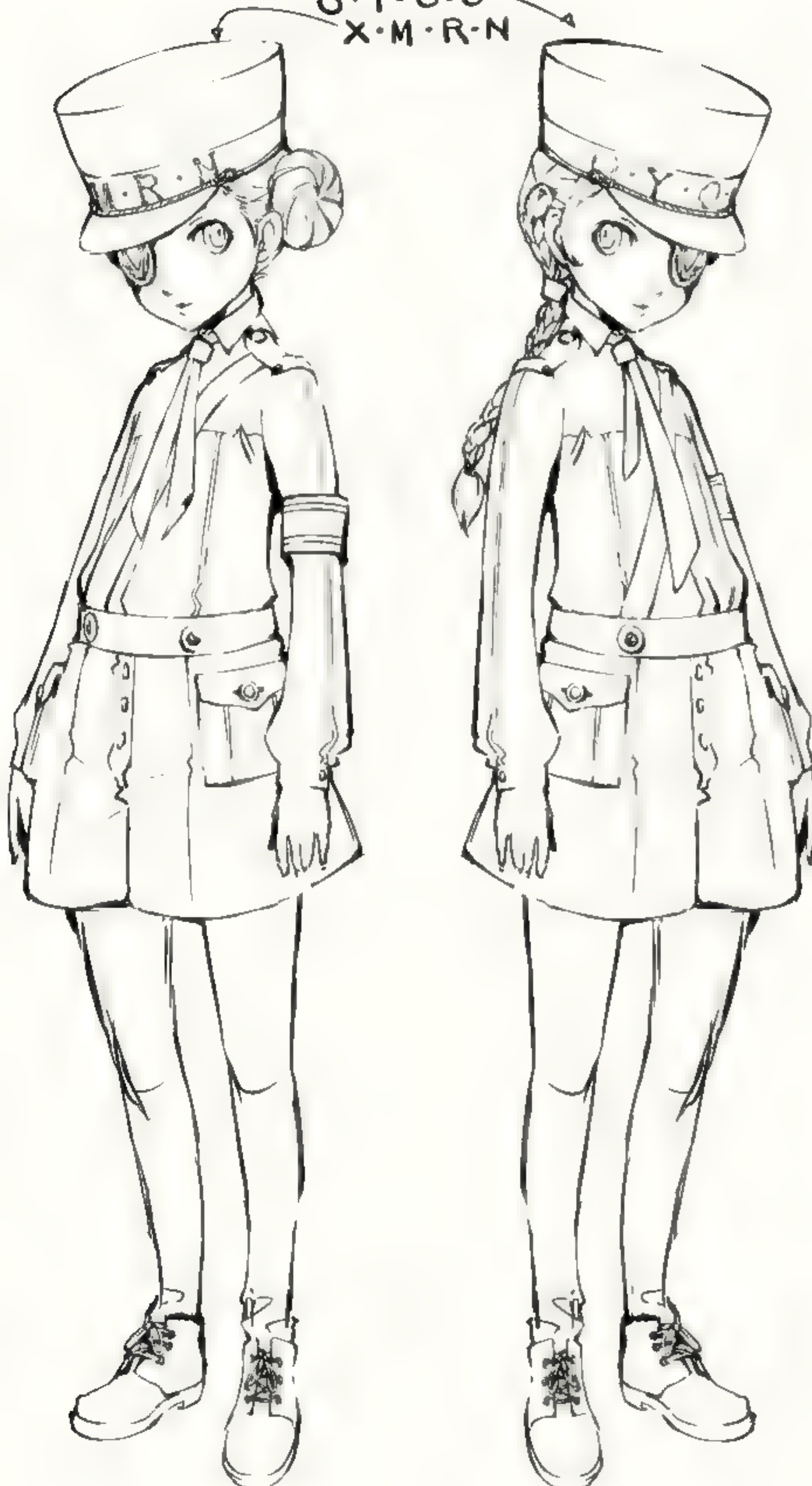




Lettering on their hats

帽子の文字

O·Y·O·O  
X·M·R·N

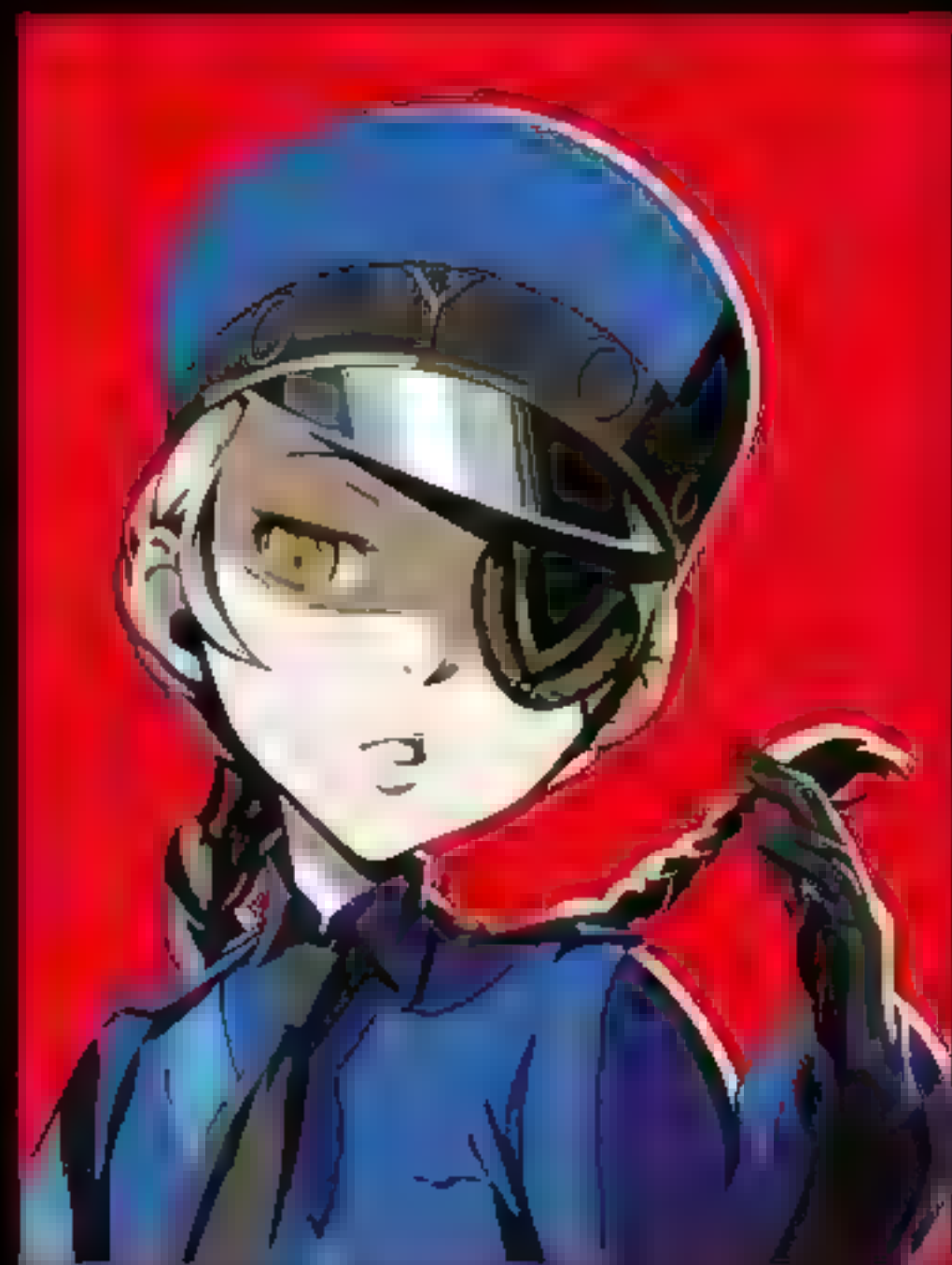




Cut-in



All-out Attack



Finishing Touch

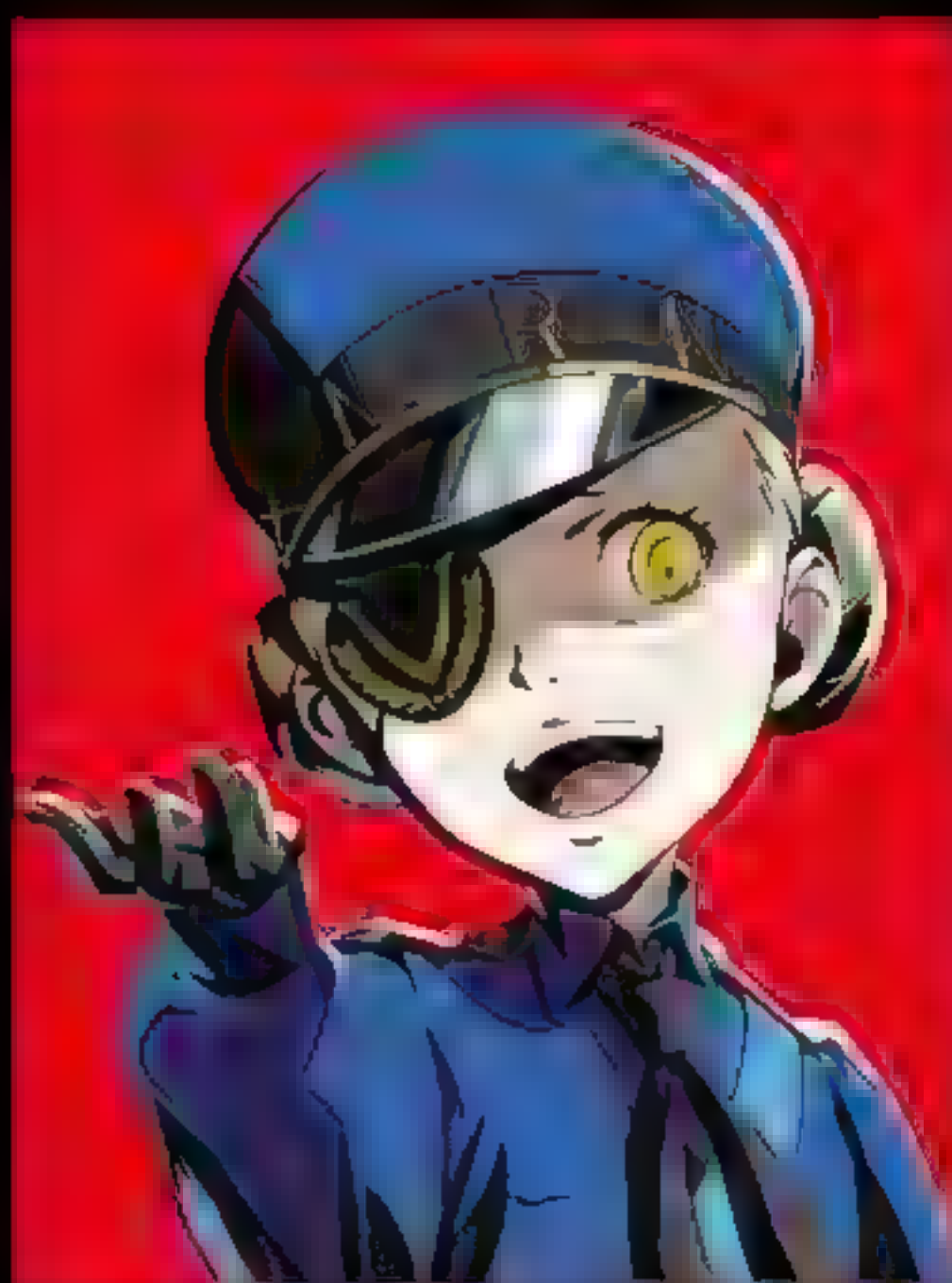




Cut-in



All-out Attack





## Close-up

■ Normal



Justine



Caroline

■ Angry



Justine

■ Smiling



Justine



Caroline



Caroline

■ Sad



Justine



Caroline



■ Surprised



Justine



Caroline

■ Pained



Justine



Caroline

■ Blush 1



Justine



Caroline

■ Blush 2



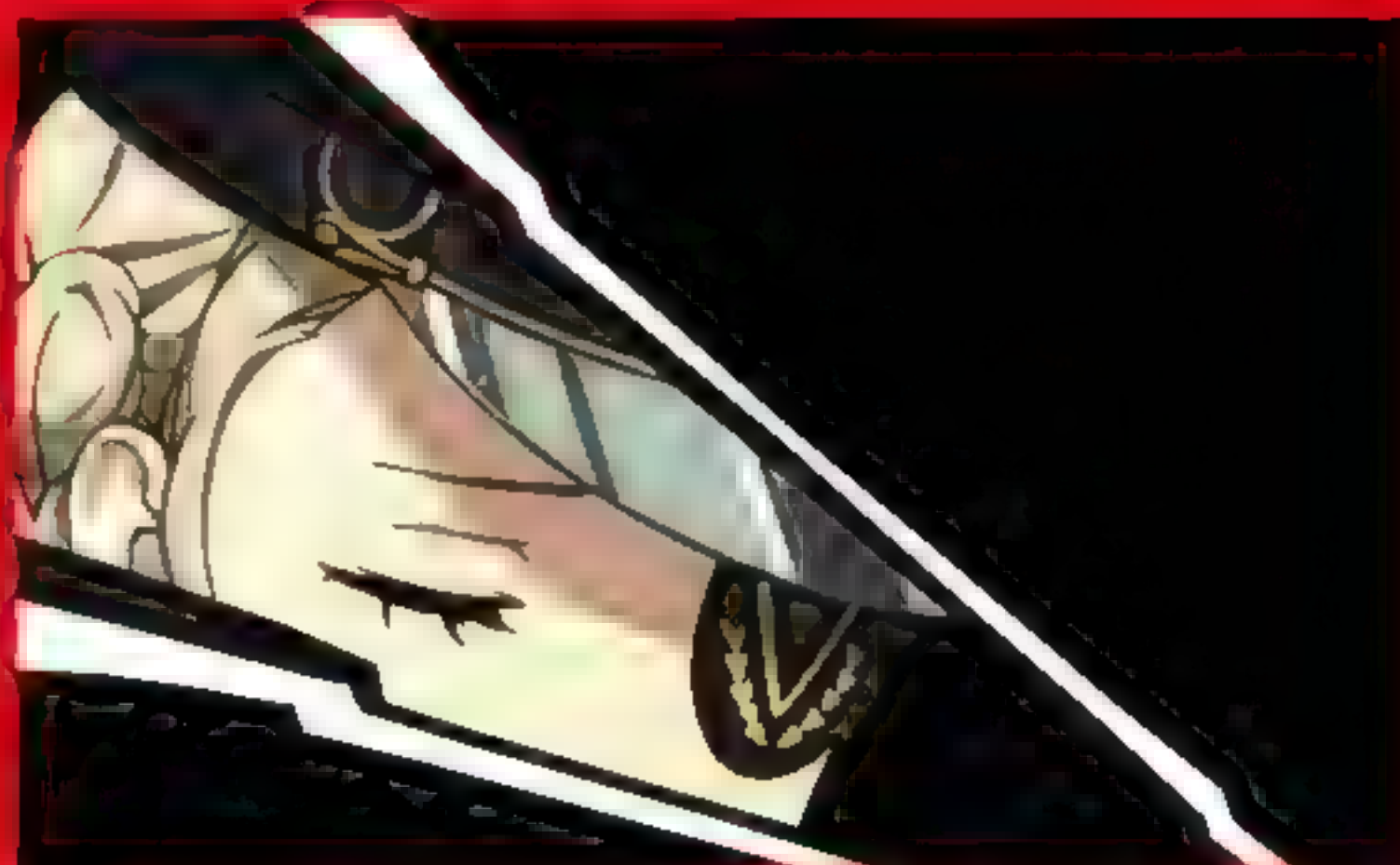
Caroline



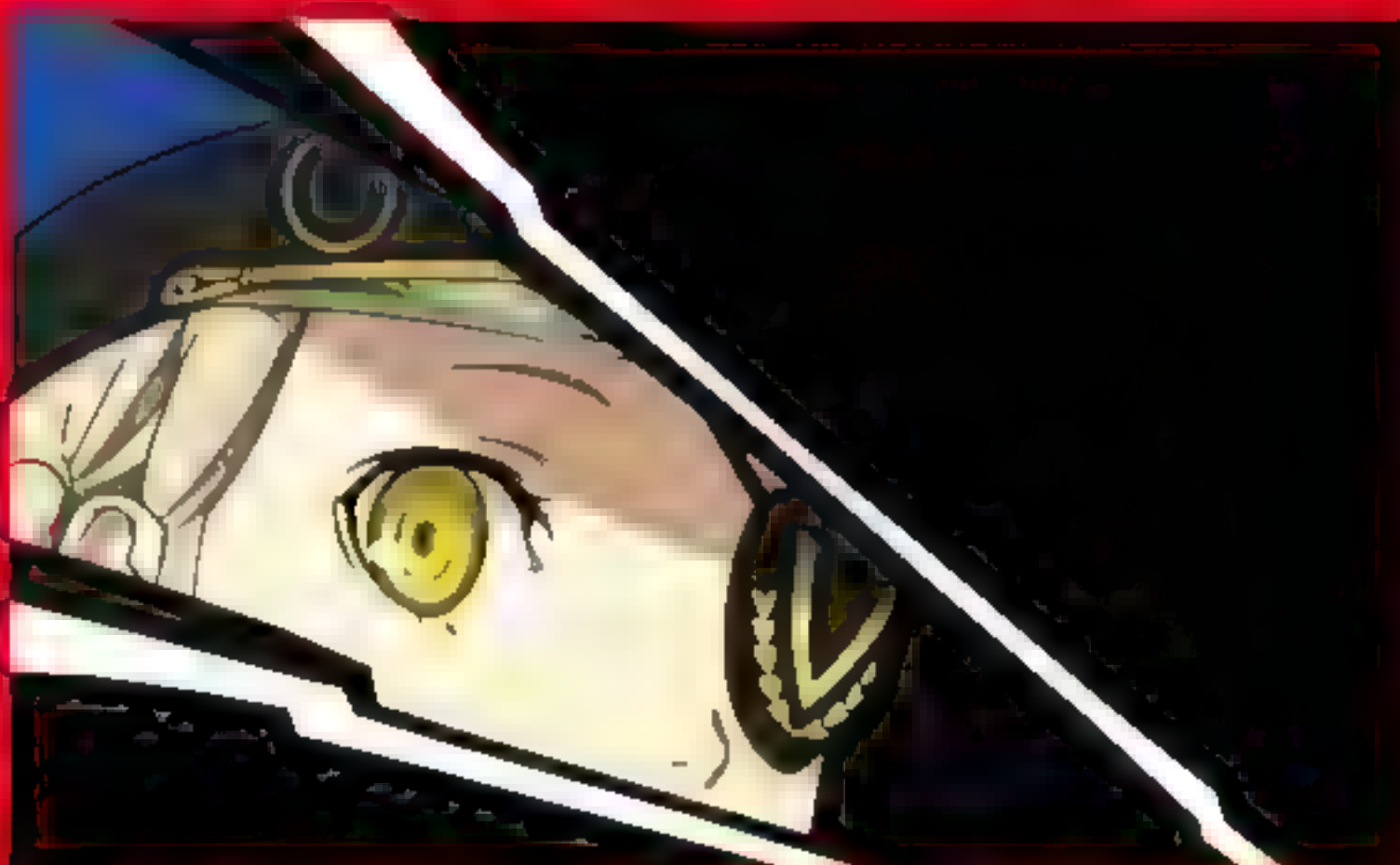
# Cut-in (Justine)



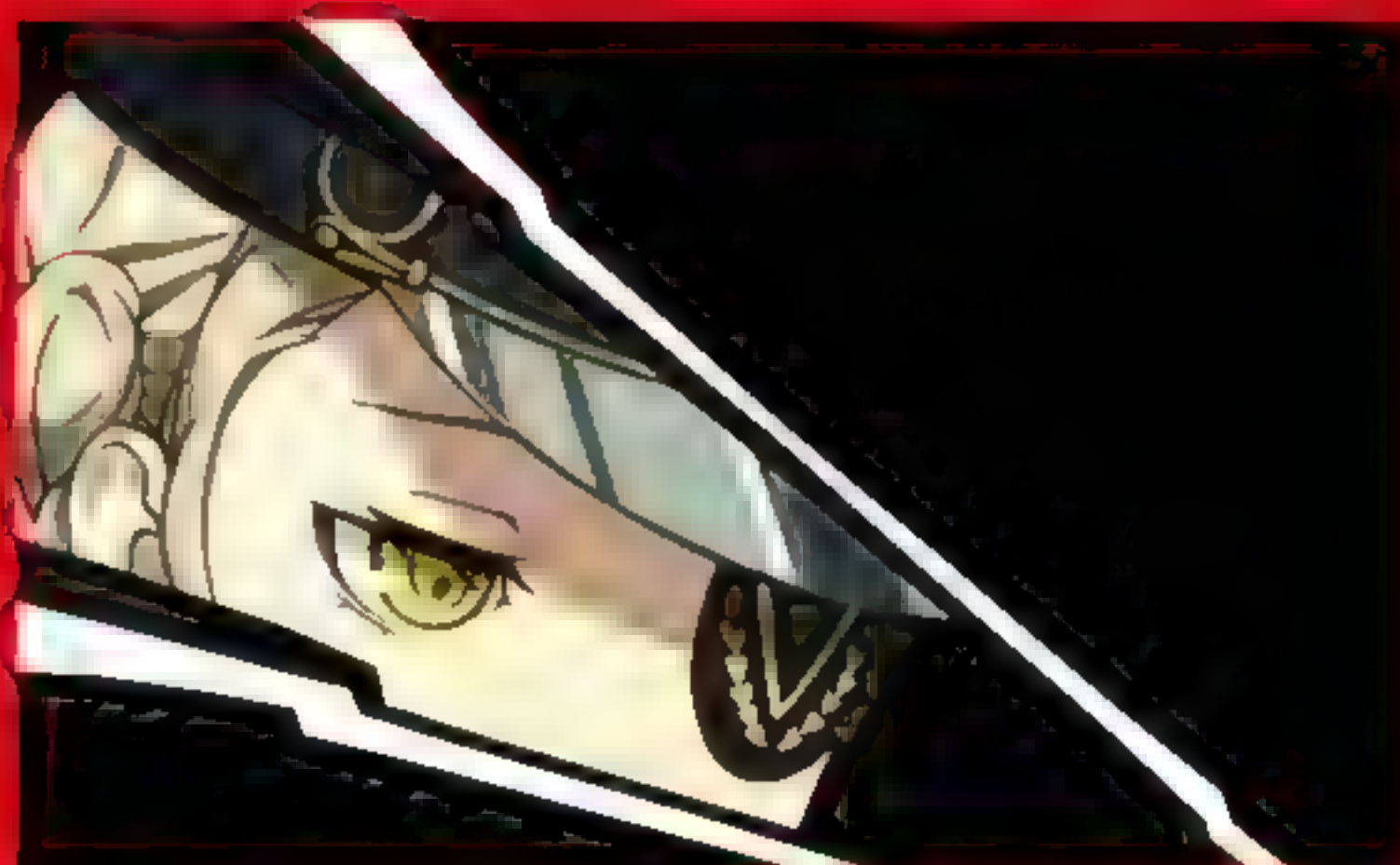
Screaming



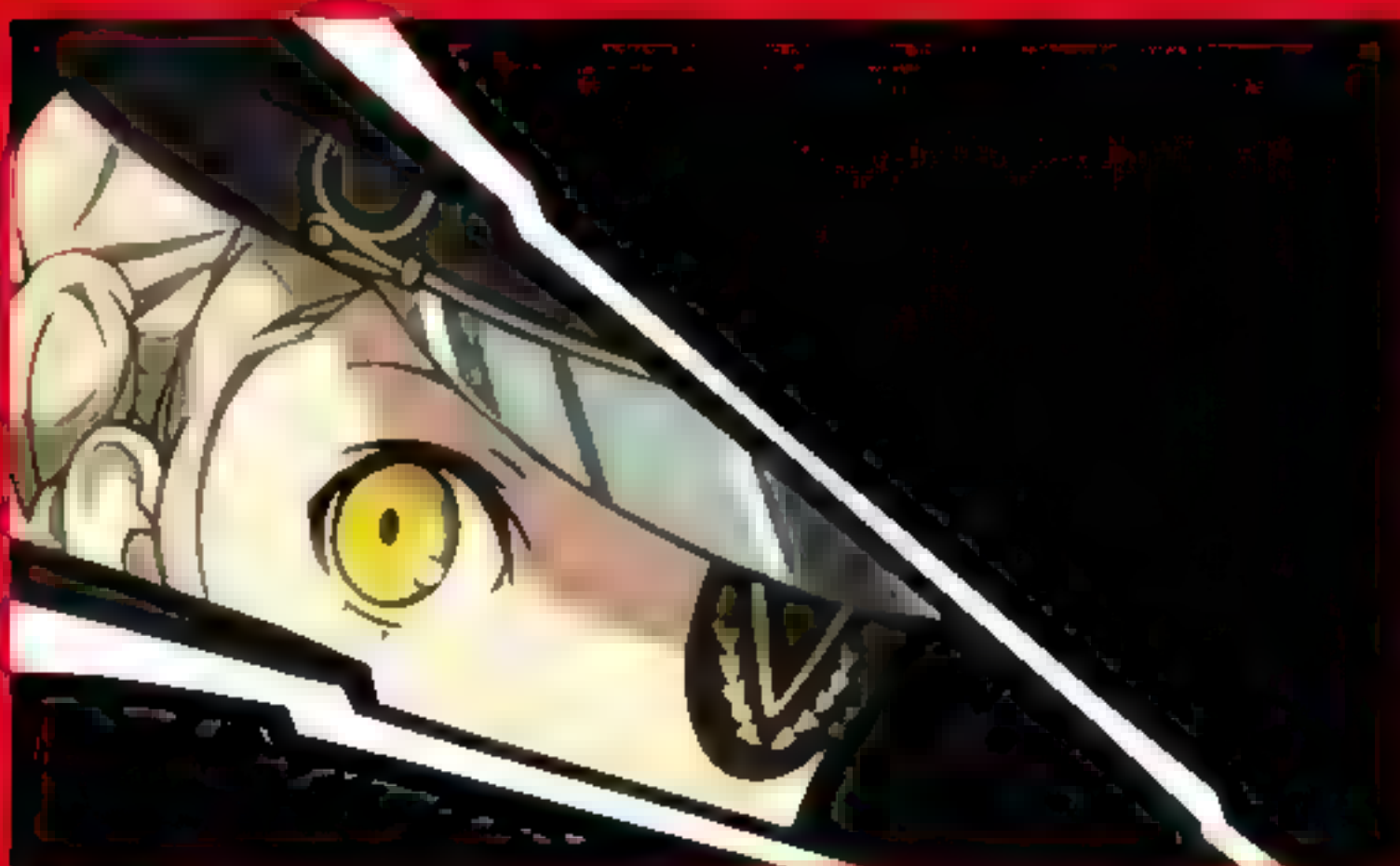
Crying



Joy



Surprised



Surprised



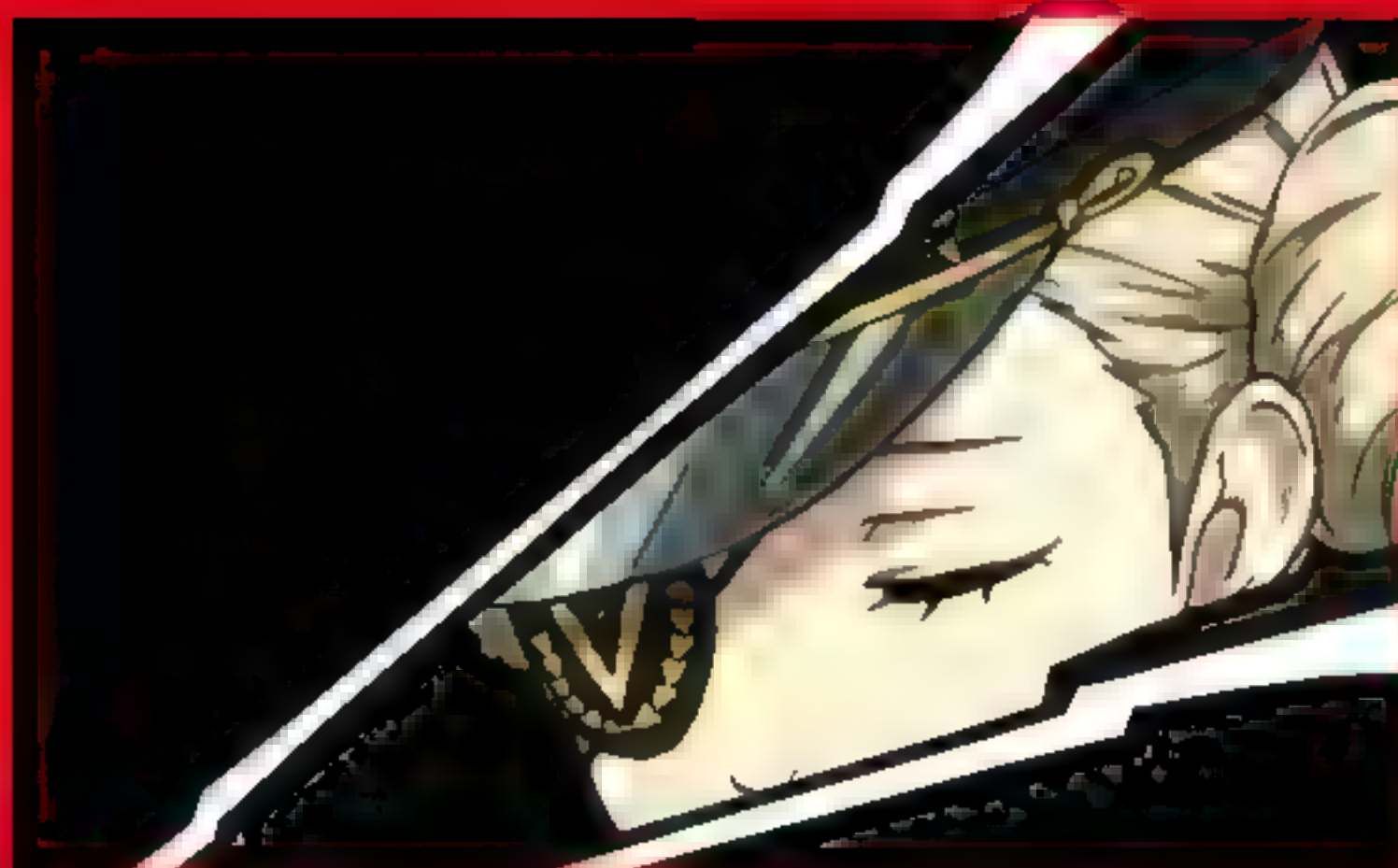
Surprised



## Cut-in (Caroline)



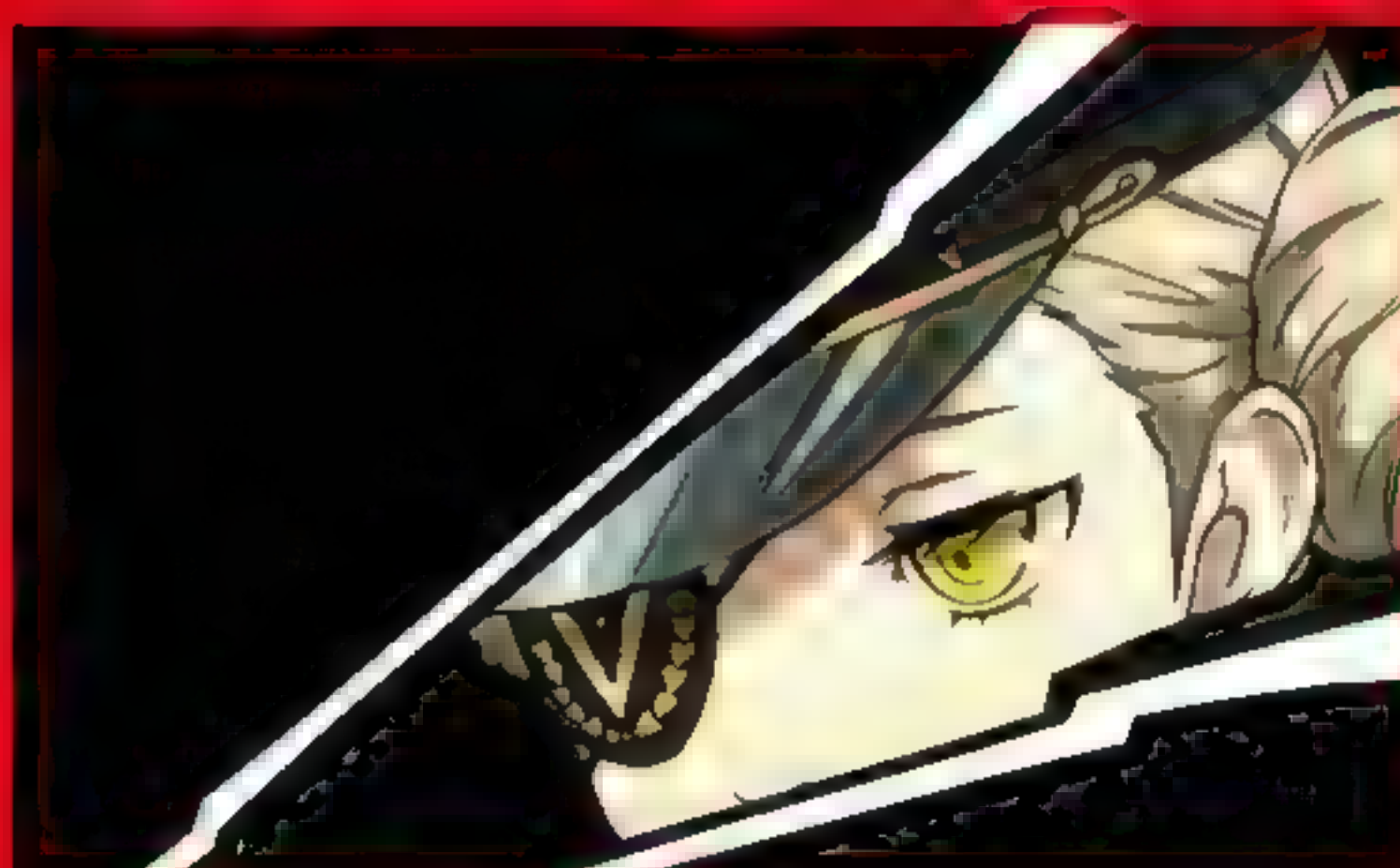
Surprised



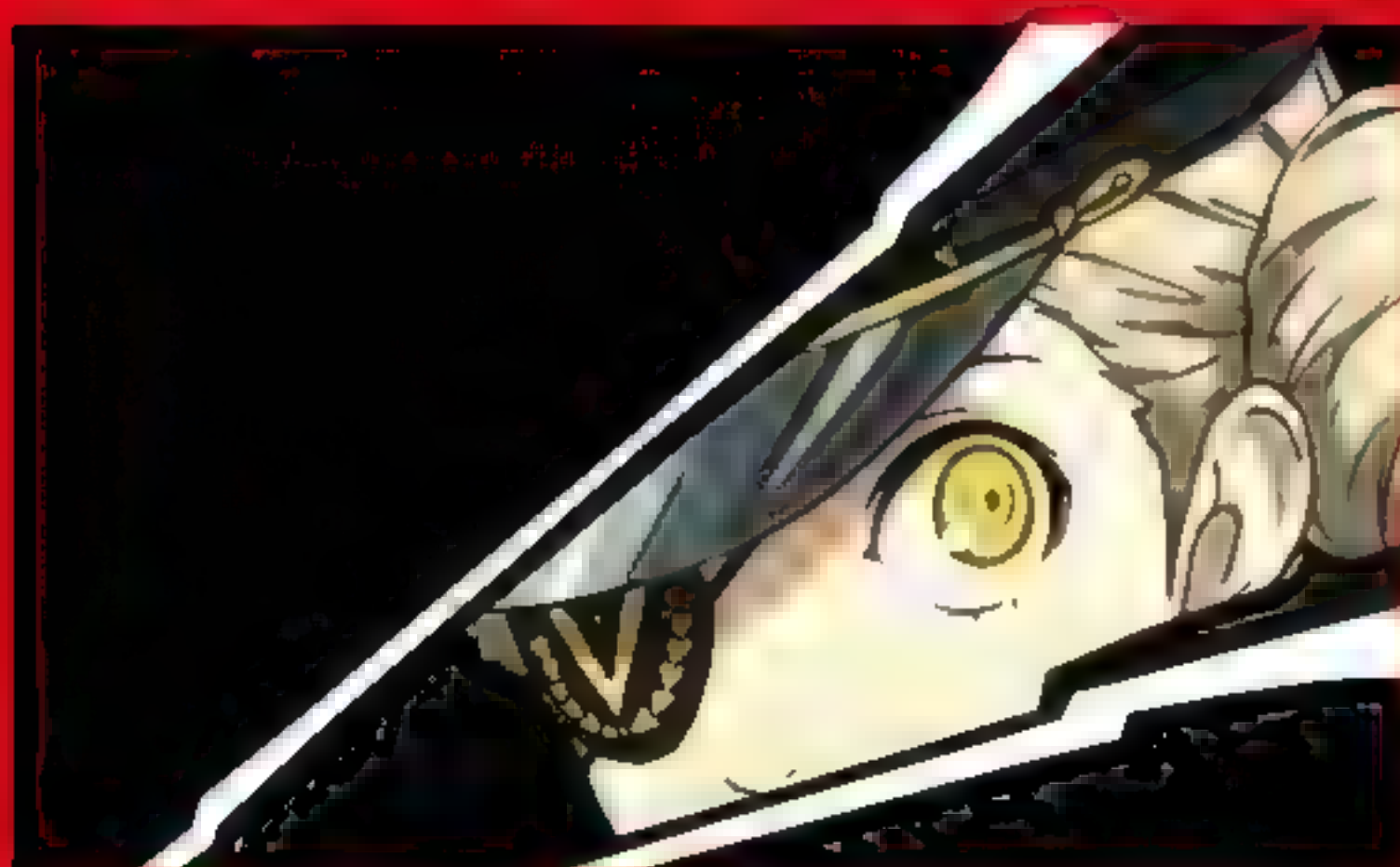
Pained



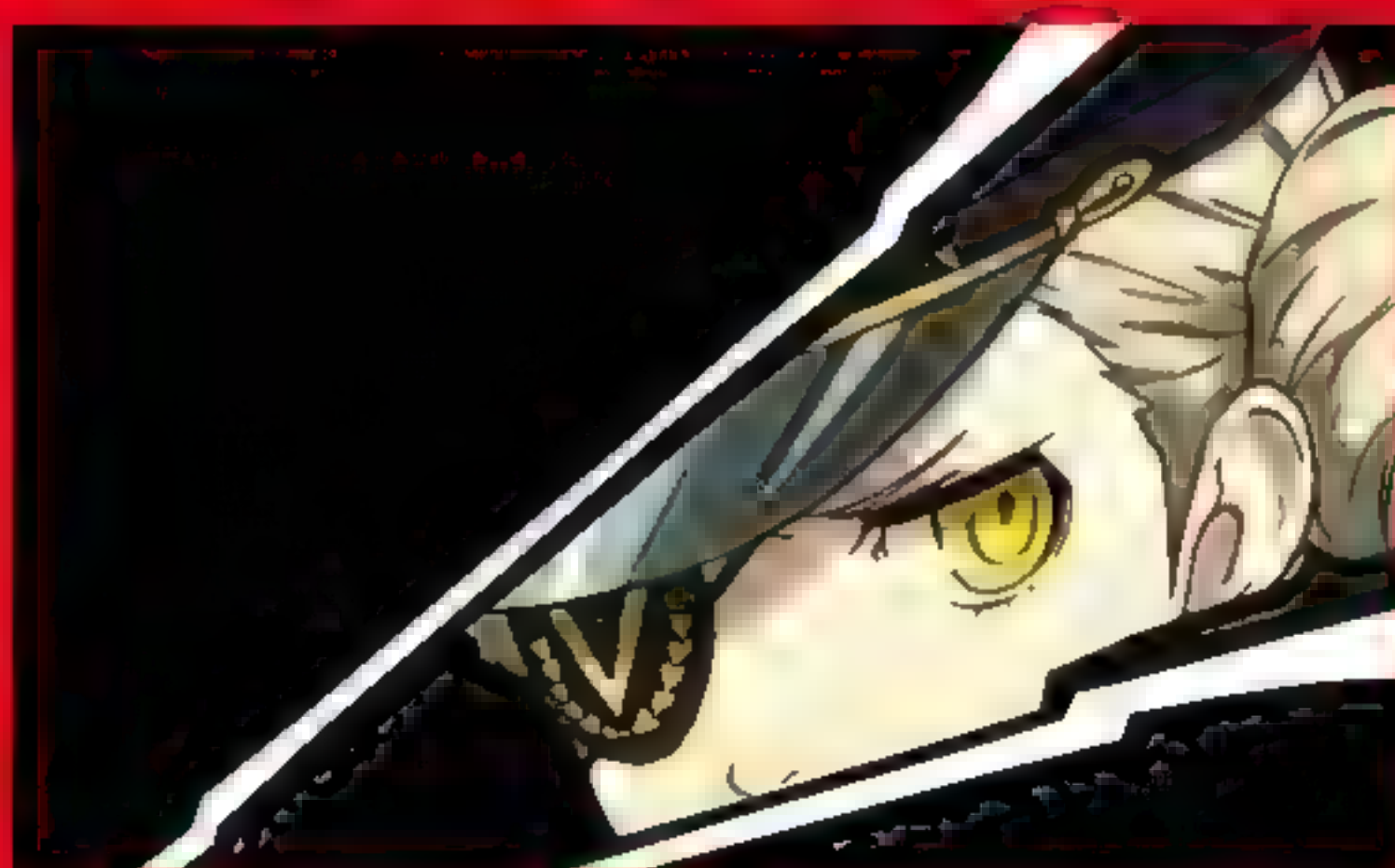
Happy



Surprised



Surprised



Surprised





モネヒサ

## Munehisa Iwai

JP: Hisao Egawa

Munehisa Iwai is the owner of Untouchable, an airsoft shop found in a Shibuya Central Street back alley. His Arcana is the Hanged Man. He was once yakuza before a certain incident led him to turn his back on the lifestyle. Though unlikely ever to adjust to customer service, he uses his connections and model gun customization skills to run his shop. He takes the gecko tattoo on his neck very seriously and considers it a symbol of family.

### Initial Image







#### Creator's Comment

Iwai wasn't originally a decent person, and while he leaves that life behind, we thought that his design should suggest a bit of seediness. Take his earmuffs, for instance. They raise the question, "If he's only selling model guns, why does he need earmuffs?" He's always sucking on candy, because we wanted him to seem retired. Like, "Who cares about health? I'll just live a fat and short life." When somebody who smokes

suddenly declares, "I've quit smoking," your first thought might be that it's a healthy decision, but there's also that sense of defeat, as if something forced them to give it up. A lot of the secondary characters in this game have that "defeated" feel to them, and it's through their interactions with the protagonist that they're ultimately able to make a comeback. I think Iwai is one of the better examples of that.



## Concept Art



Eating "Orange  
Cigarettes," a  
Japanese snack  
shaped like a  
cigarette

武器屋

Weapon Shop







## Shop Screen



Buy & Customize



Set



Shop



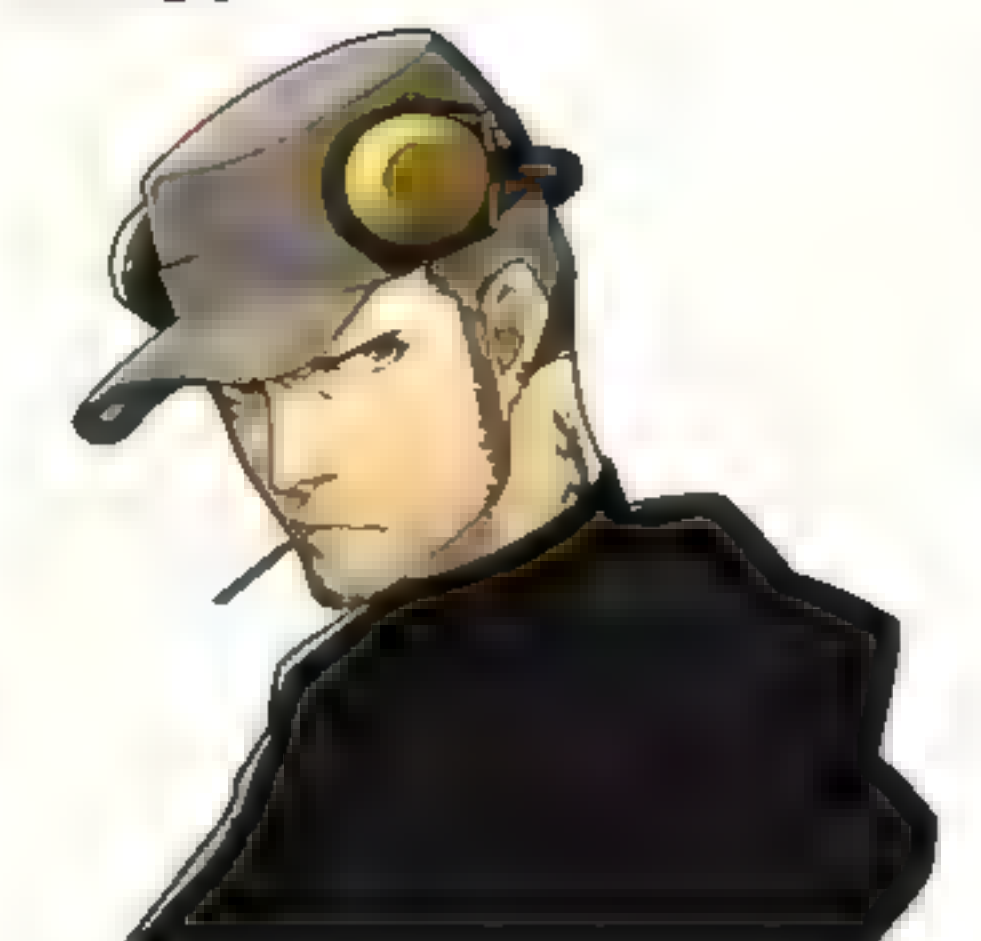
## Close-up

---

■ Normal



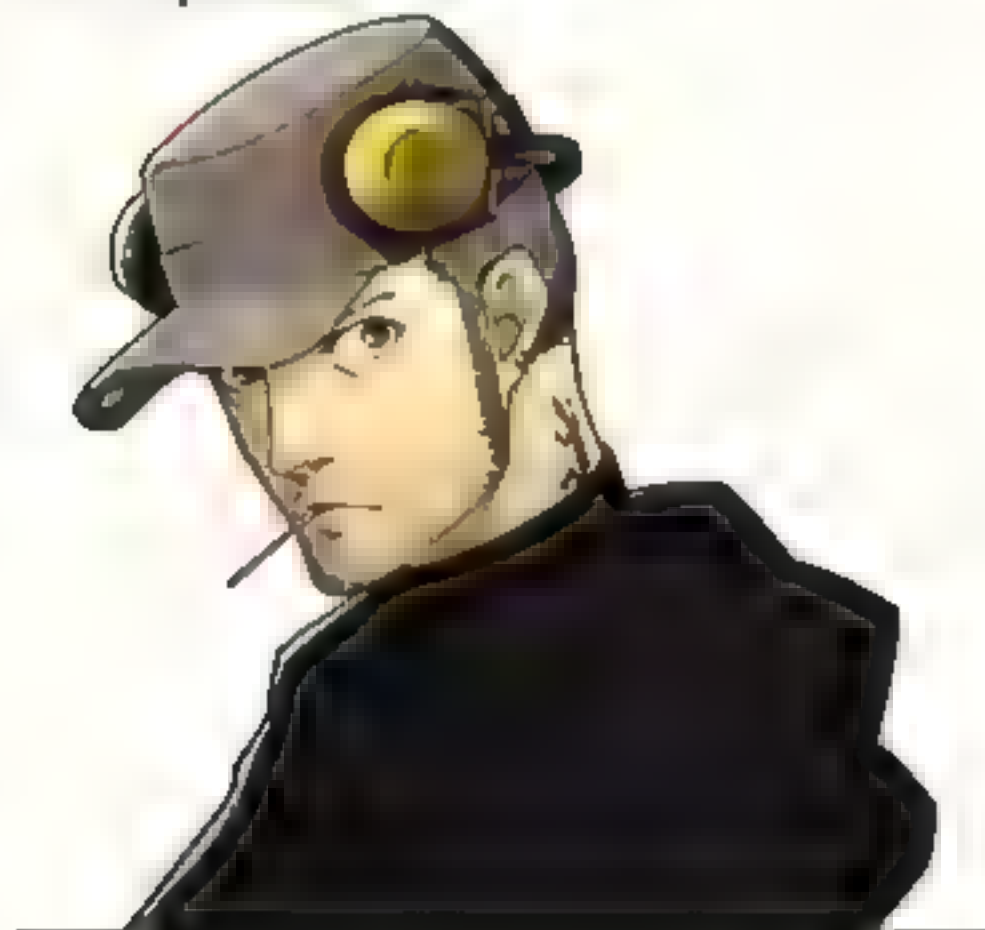
■ Angry



■ Sad



■ Surprised

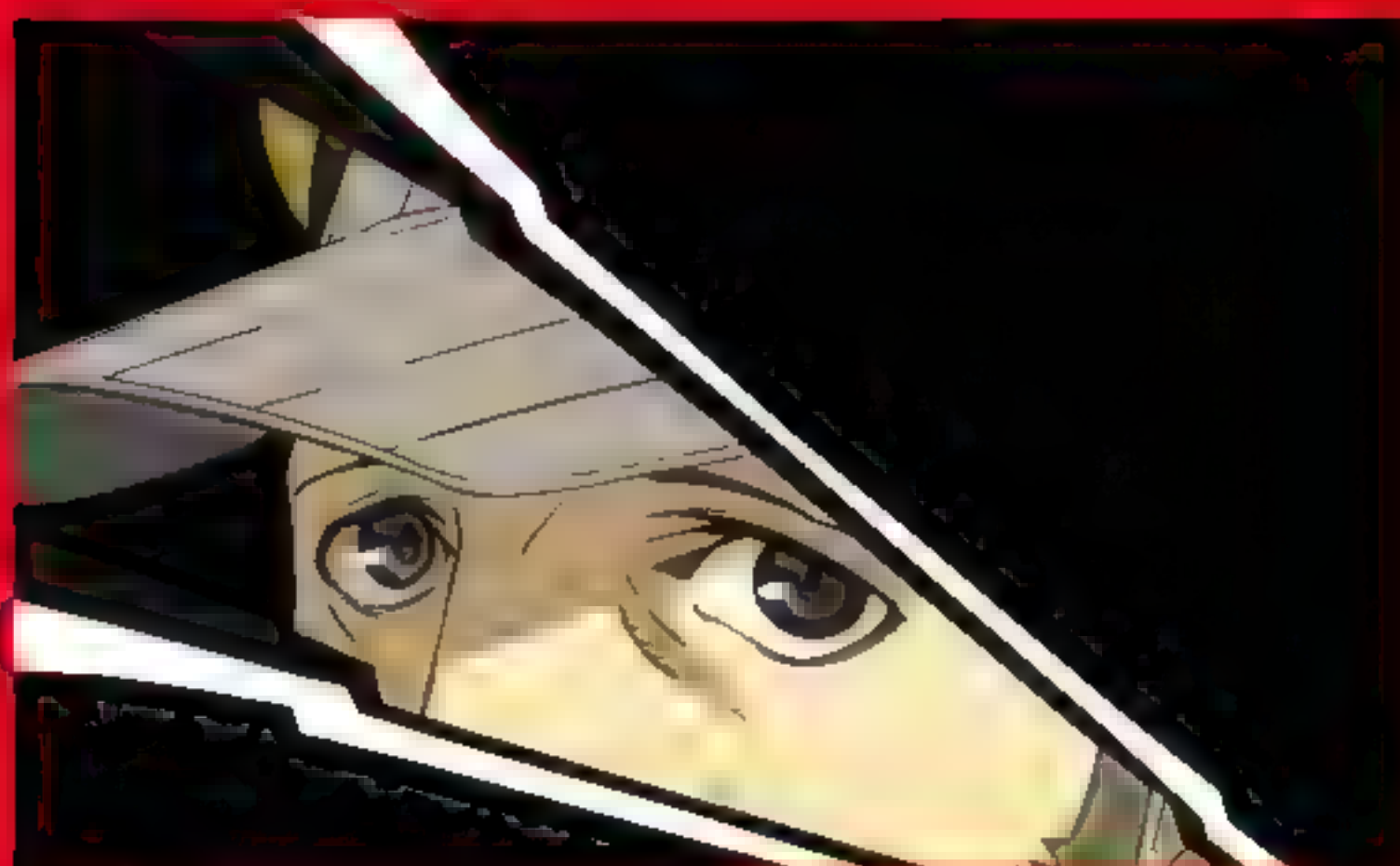


■ Smiling

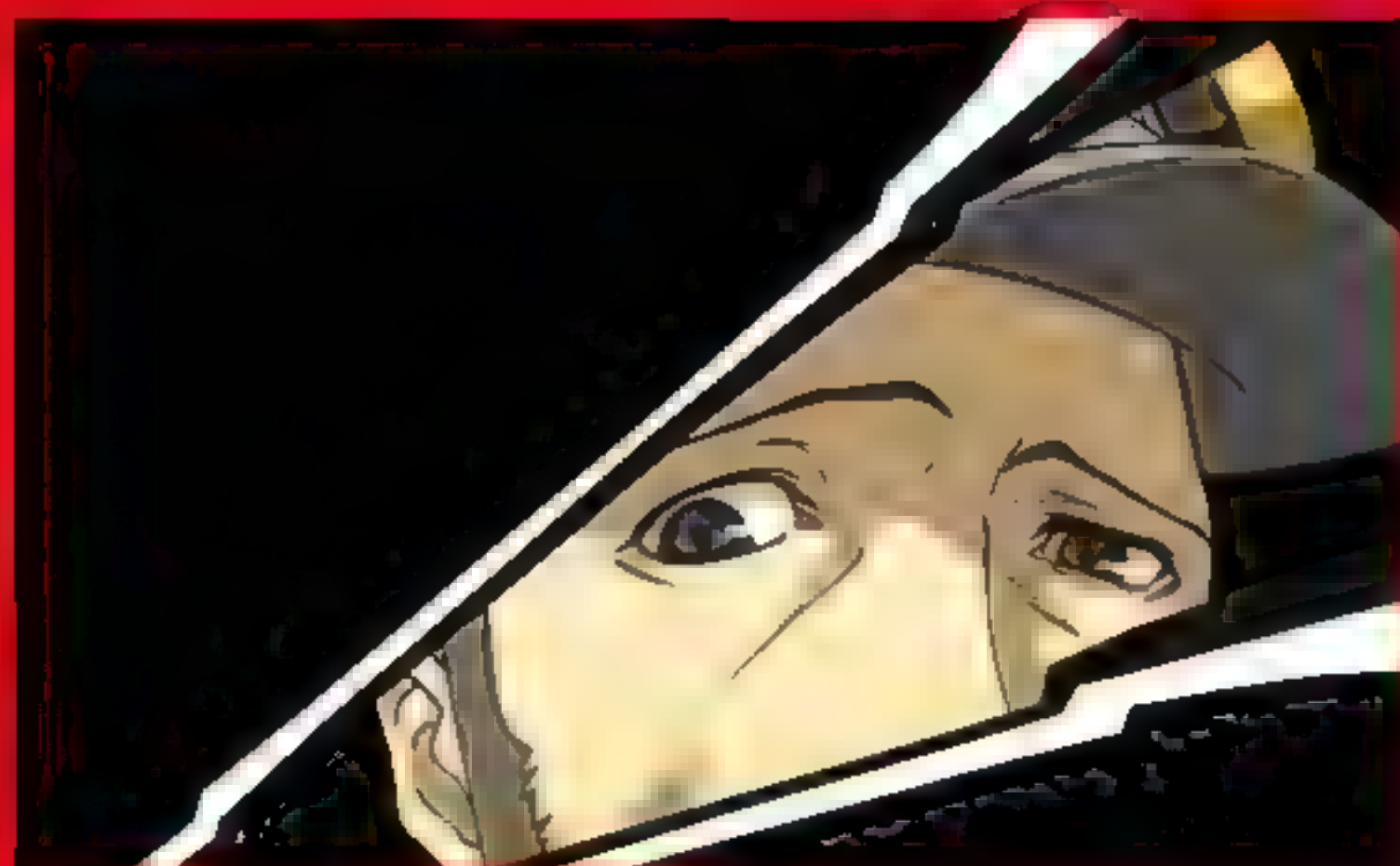




## Cut-in



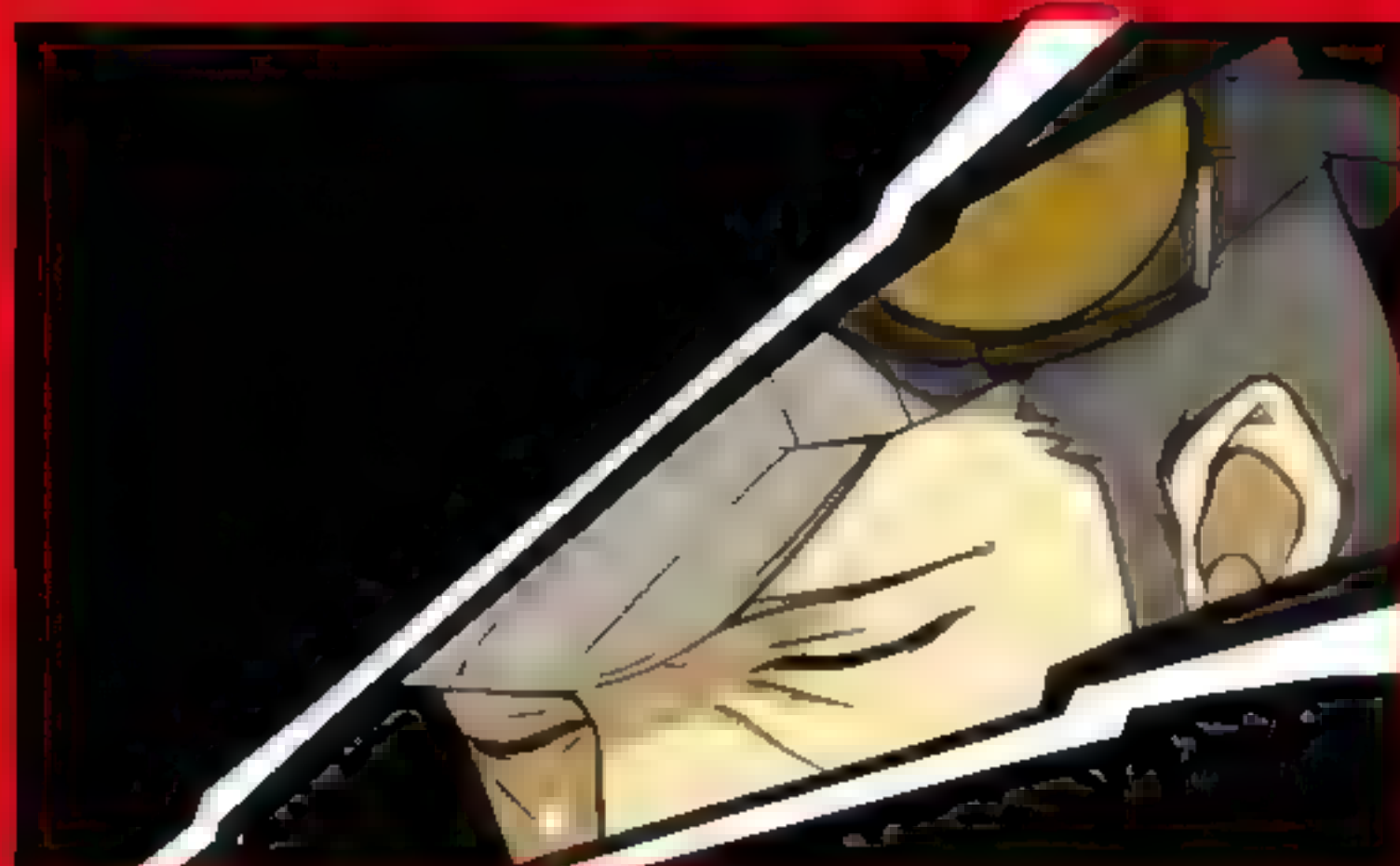
Yukari



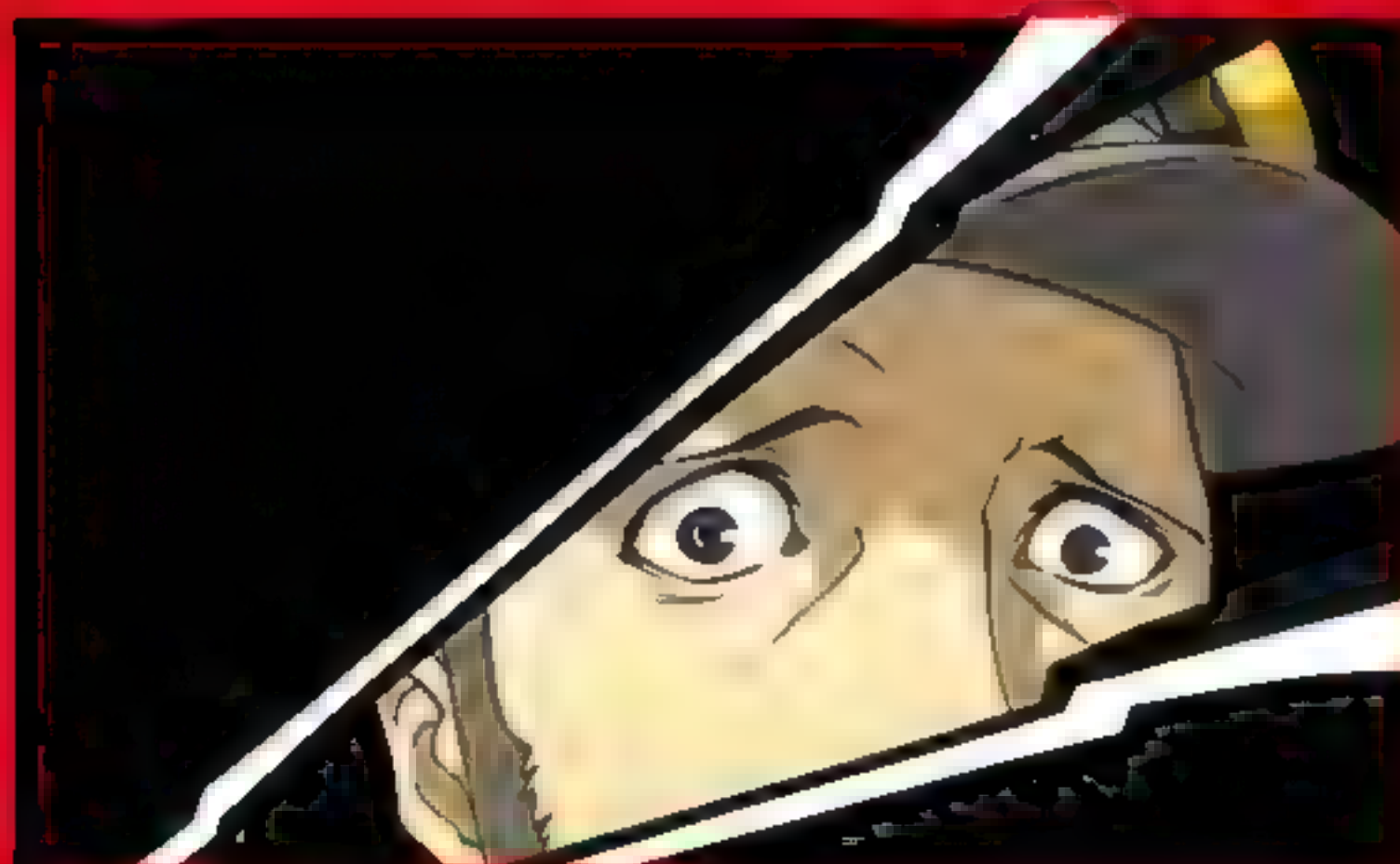
Surprised Yukari



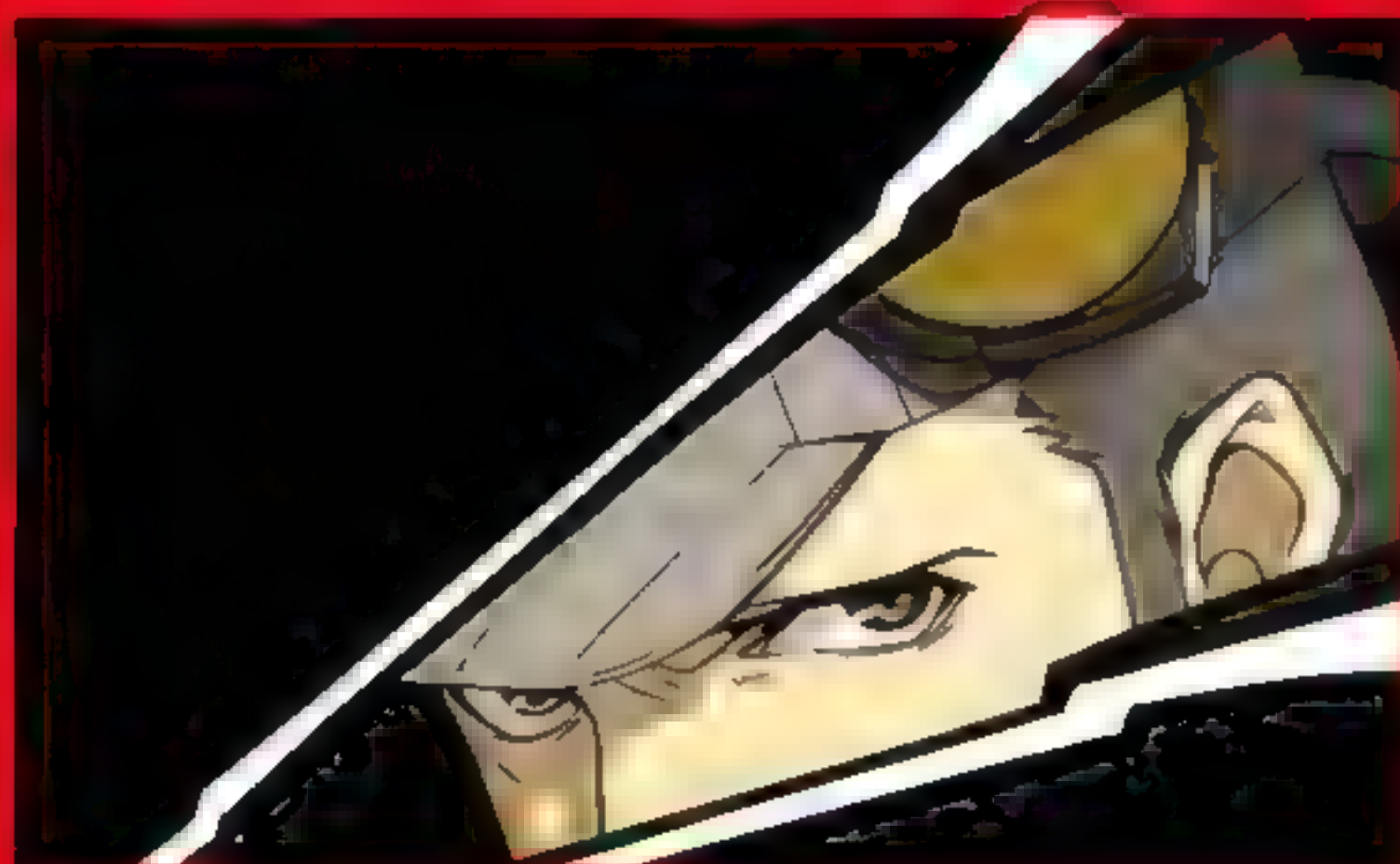
Mac



Concerned



Surprised



Suspicious

## Confidant Screen







# Tae Takemi

JP: Yuka Saito

Tae Takemi is a female physician who runs Takemi Medical Clinic in Yongen-Jaya. Her Arcana is Death. She prescribes never-before-seen medicines to patients without even seeing them, and her punk-rock style, among other things, has made her the subject of shady rumors throughout the neighborhood. Despite that, she pours her heart and soul into the development of new medicines and pays little mind to the outside opinion.

## Initial Image







## Creator's Comment

Her tendency to do her own thing and not hide her personal tastes makes her the kind of person many would be inclined to avoid. In part, this side of her shared similarities to Ann and Futaba. Because we really wanted her individuality to shine, we sought a design that was dramatically different from what one would normally associate with a doctor. Since a doctor's profession typically carries a pro-establishment image, we thought it would be interesting if the character had an anti-establishment look to her, so we decided to dress her up like a punk. The examination room of Takemi Medical Clinic originally had a more man or chaotic feel to it, with lots of strange equipment that begged the question, "What on earth is this person researching?!" The original setup had Takemi carrying medicine in a pendant that could be used to expose the malpractice of a pharmaceutical company with which she was affiliated. Coupled with that, we originally made her look extremely unapproachable with the eyes of a killer. However, we received a request from Director Hashino that "all female characters should basically be on the cute side," and eventually softened the design. I suppose we probably overdid it a bit in the beginning. (\*laughs\*)



## Shop Screen





## Close-up

### ■ Normal



Lab Coat



Casual Clothes

### ■ Smiling



Casual Clothes



Lab Coat

### ■ Angry



Casual Clothes



Lab Coat



■ Blush 1



Casual Clothes

■ Blush 2



Lab Coat



Casual Clothes

■ Sad



Lab Coat



Casual Clothes

■ Surprised



Casual Clothes



Lab Coat



## Cut-in



Scheming



Surprised



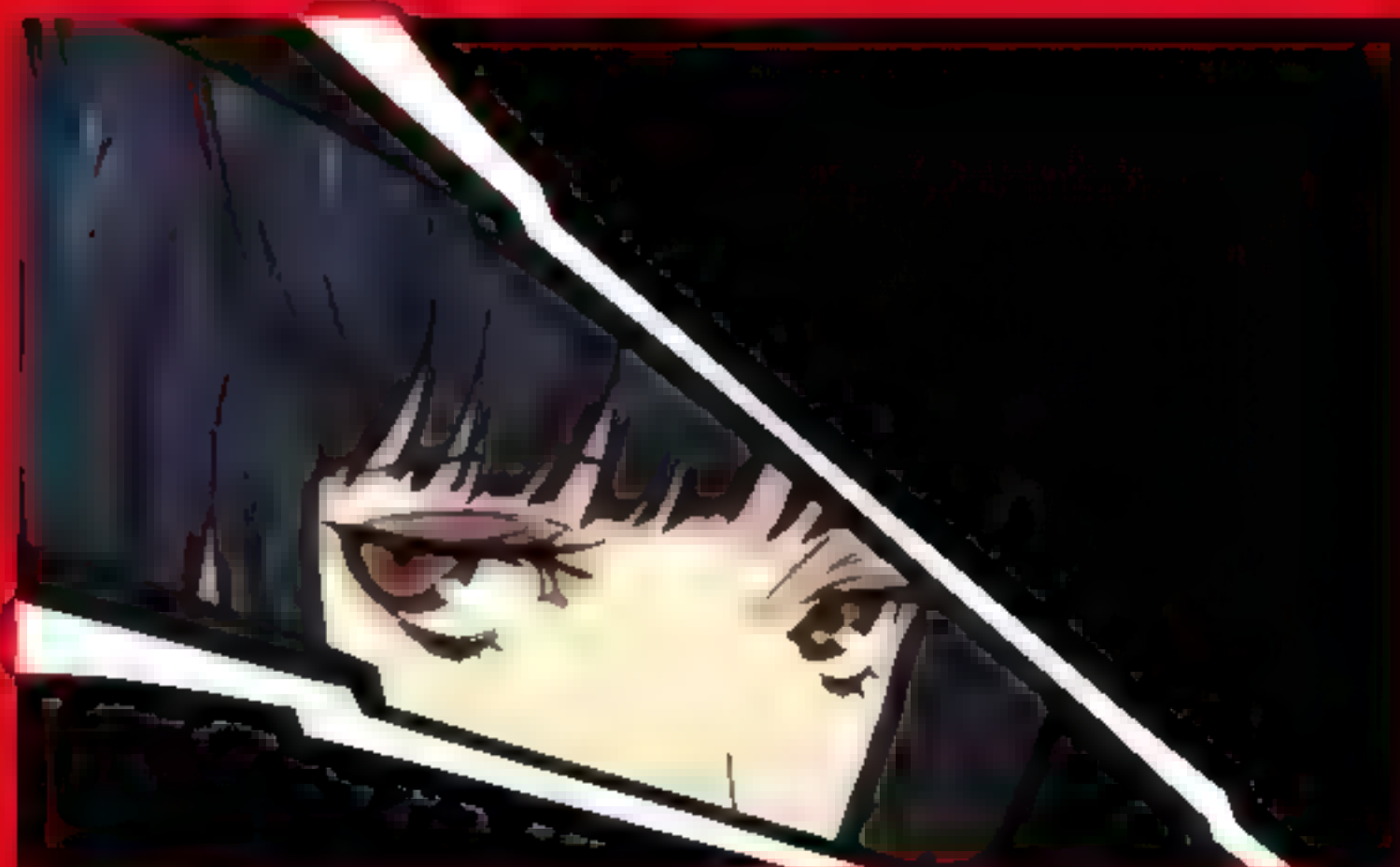
Joyful



Mad



Sorrowful



Suspicious

## Confidant Screen





# Concept Art 46

## Sadayo Kawakami

JP: Mai Fuchigami

Sadayo Kawakami is a teacher at Shujin Academy, the private school where the protagonist is enrolled. Her Arcana is Temperance. She is negligent toward her lessons and students. She has a bad feeling about the protagonist and despises the fact that she has to be his homeroom teacher. Though she tries to hide it, she also works evenings for a maid service called Victoria and goes by the name of Becky.



Initial Image











#### Creator's Comment

While not completely hopeless, she isn't exactly gifted, either, and the idea when designing her was to make her into a "normal" person. We didn't put any effort into making her clothes cool or fashionable or into adding anything to her that really stood out. Rather, we purposely went for a normal person who appears to be missing something. We didn't

do that to cut corners. We actually had to put a lot of thought into what a thirty-something, normally clothed woman who seems to be missing something would look like. Fans could probably cosplay her at minimal expense, but the other might not even realize they're cosplaying



## ■ Maid Outfit



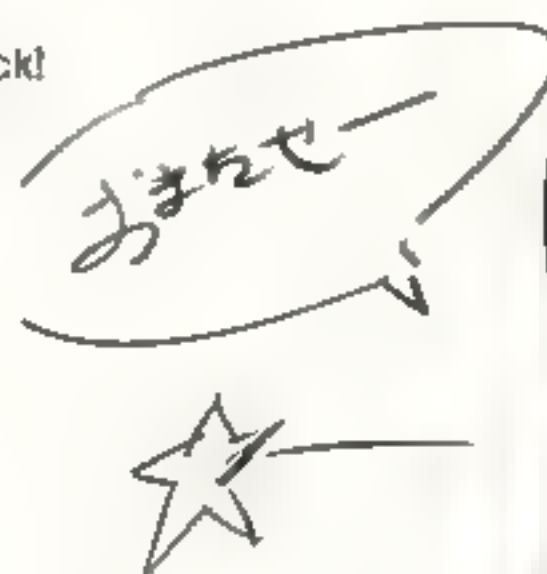




Creator's Comment

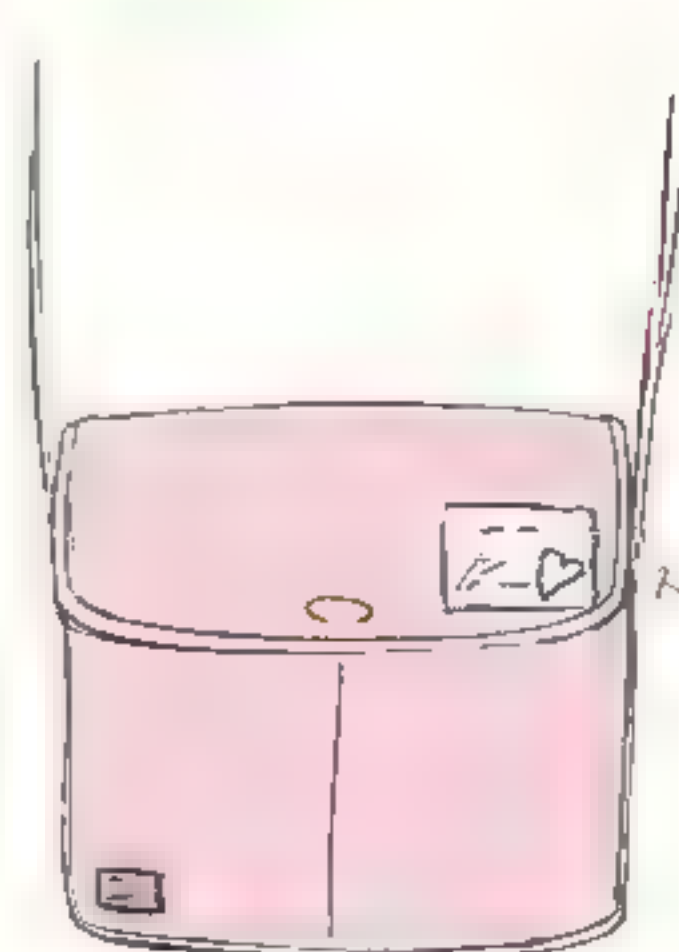
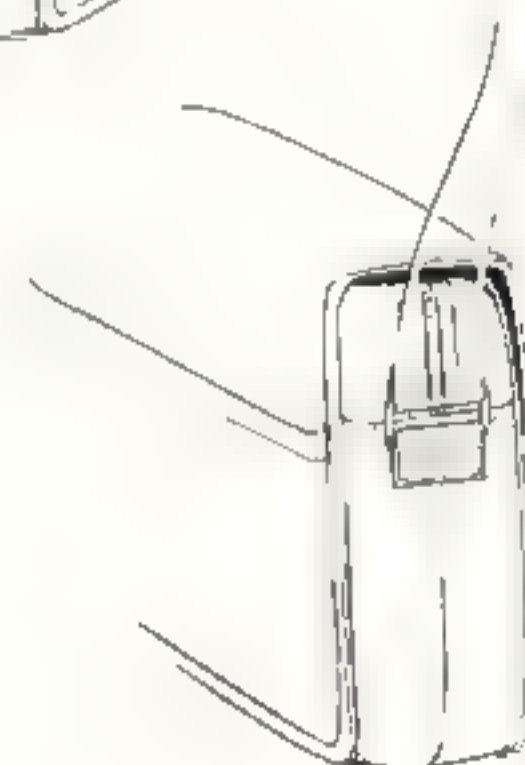
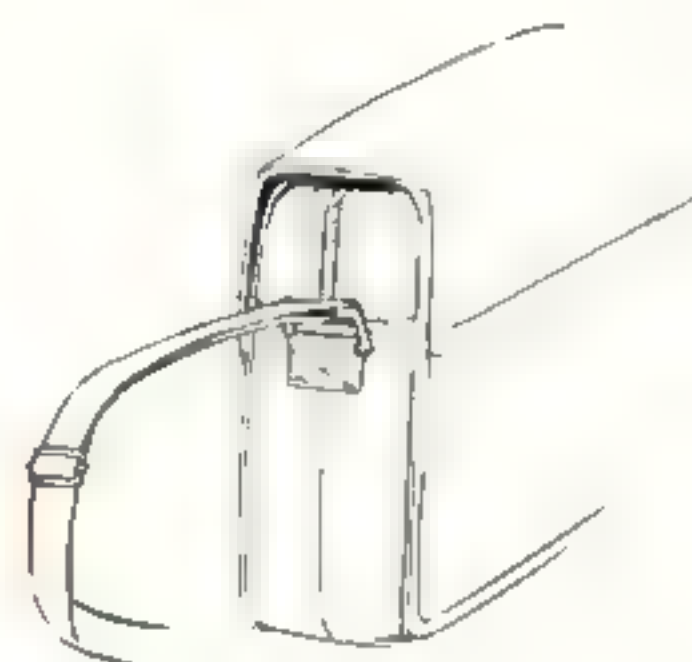
We went for a costume that would highlight the difference between nondescript, normally dressed Kawakami and the other face she presents. I wouldn't have imagined our team could make her so cute, but they did a great job!

I'm back!



Maybe the name "Open for Business" is written on it?

名前(営業用)  
とかある?



お店のロゴ  
とか。

Maybe her shop's logo?

①ピンク部分は

革のイメージで、  
(光沢はゼロ)

Pink part is made of  
leather (not shiny)





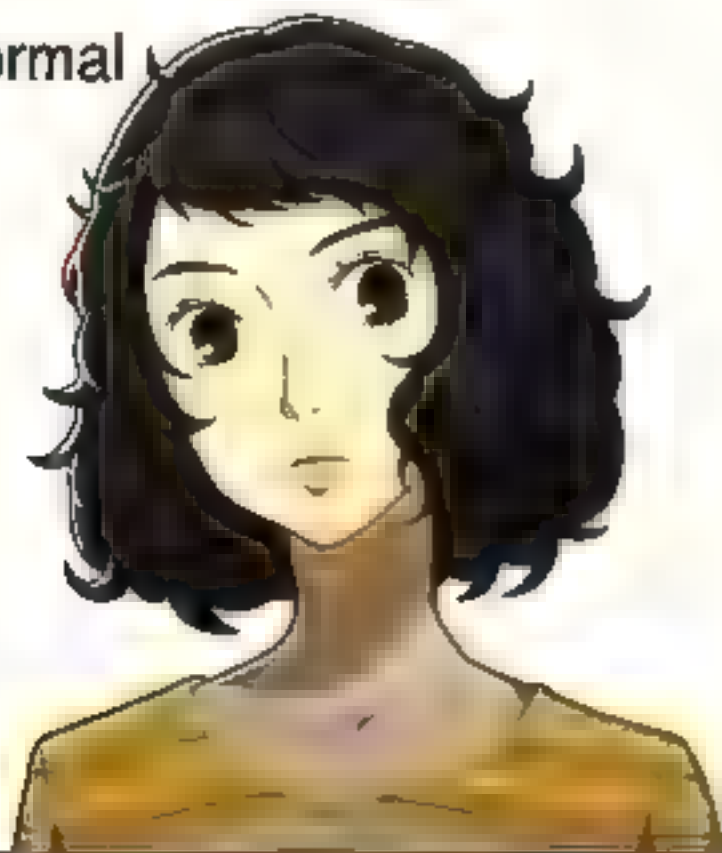
## Concept Art





# Close-up

■ Normal



Casual Clothes 1



Casual Clothes 2



Swimwear



Hospital Gown



Maid Outfit

■ Smiling



Casual Clothes 2



Swimwear



Hospital Gown



Maid Outfit



Angry



Casual Clothes 1



Casual Clothes 2



Swimwear



Maid Outfit

Sad



Casual Clothes 1



Casual Clothes 2



Swimwear



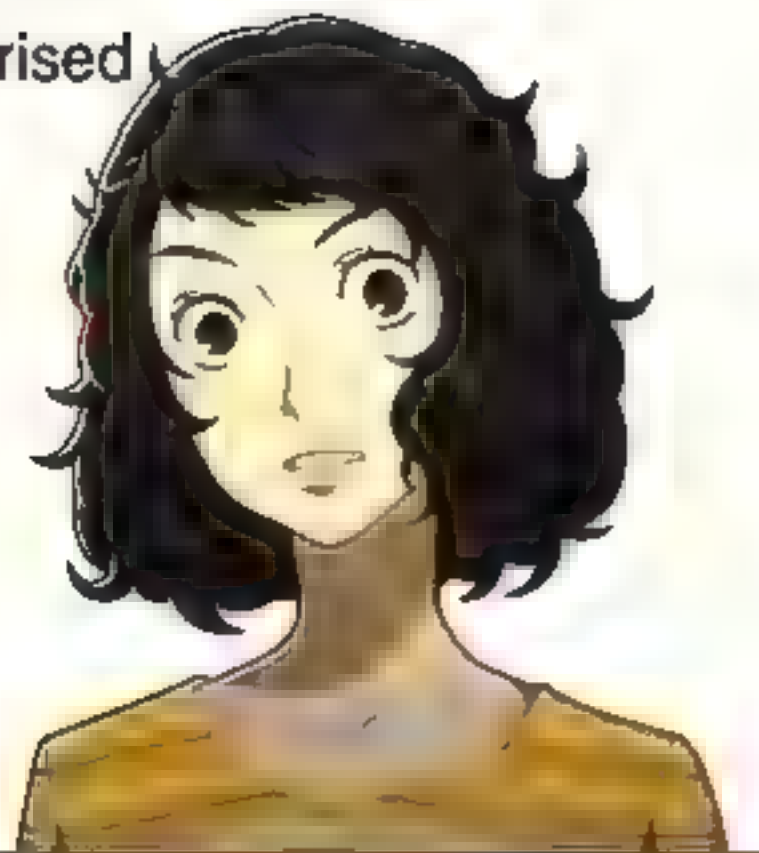
Hospital Gown



Maid Outfit



■ Surprised



Casual Clothes 1



Casual Clothes 2



Hospital Gown



Maid Outfit

■ Blush 1



Casual Clothes 1



Casual Clothes 2

■ Blush 2



Casual Clothes 1



Casual Clothes 2

■ Blush 3



Swimwear

■ Pose



Maid Outfit



## Cut-in



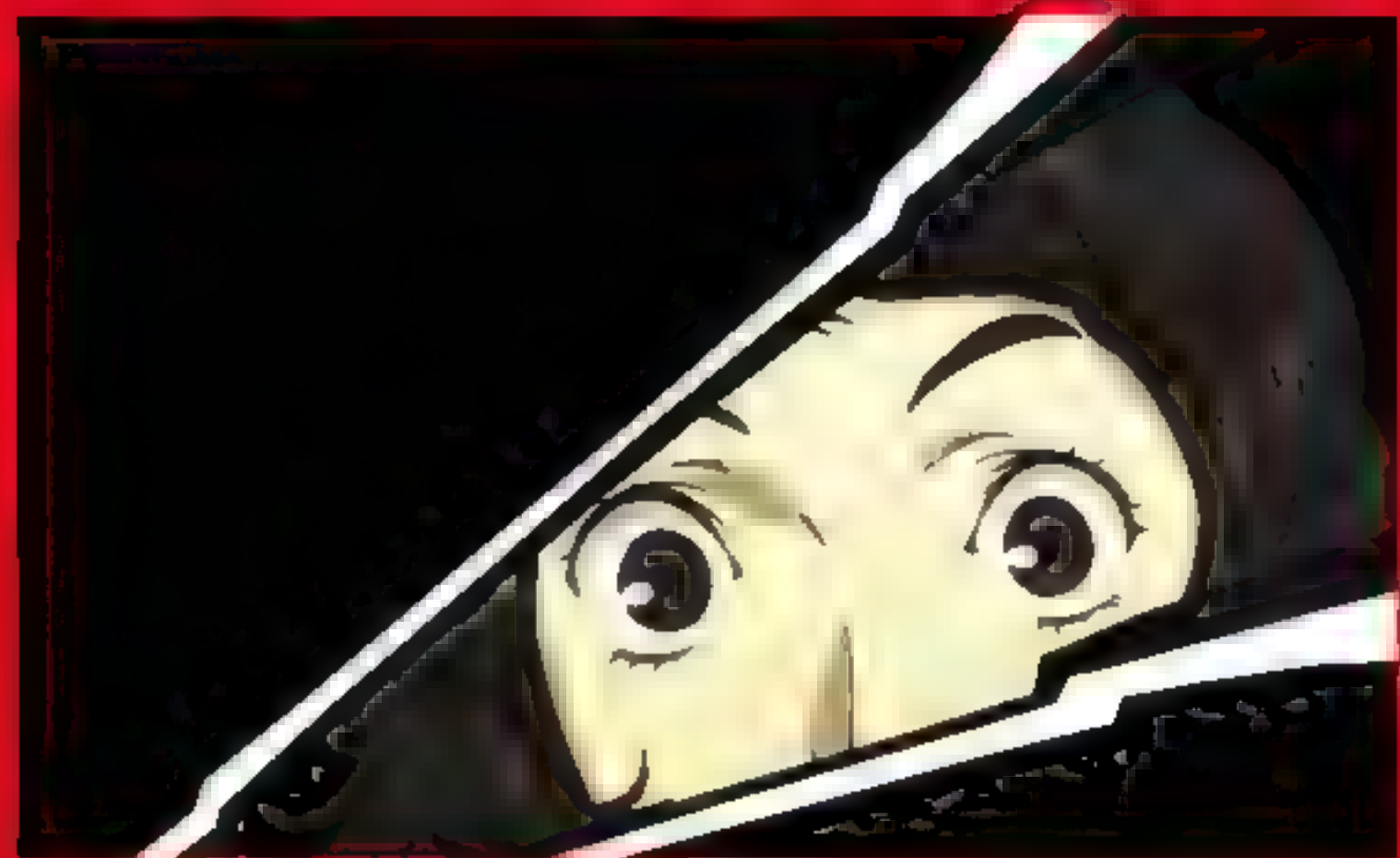
Scheming



Joyful



Sorrowful



Surprised



Suspicious



Mad

## Confidant Screen





# Concept Art 46

## Ichiko Ohya

JP Yumi Uchiyama

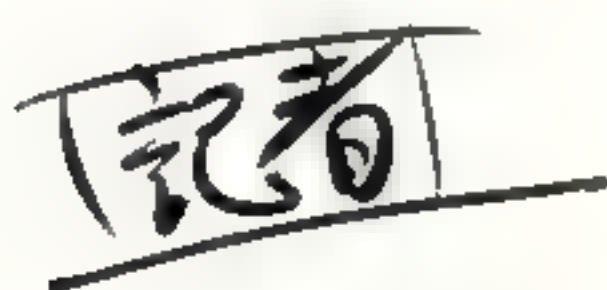
Ichiko Ohya is a reporter who works for a newspaper company and is currently assigned to the entertainment section. Her Arcana is the Devil. She researches and pens her own articles and can be found drinking heavily at Crossroads Bar in Shinjuku most evenings. She was unreasonably resigned due to a certain incident she was covering as a political reporter, but refuses to accept the legitimacy of her reassignment and continues to search for the truth in secret.



### Initial Image







Reporter



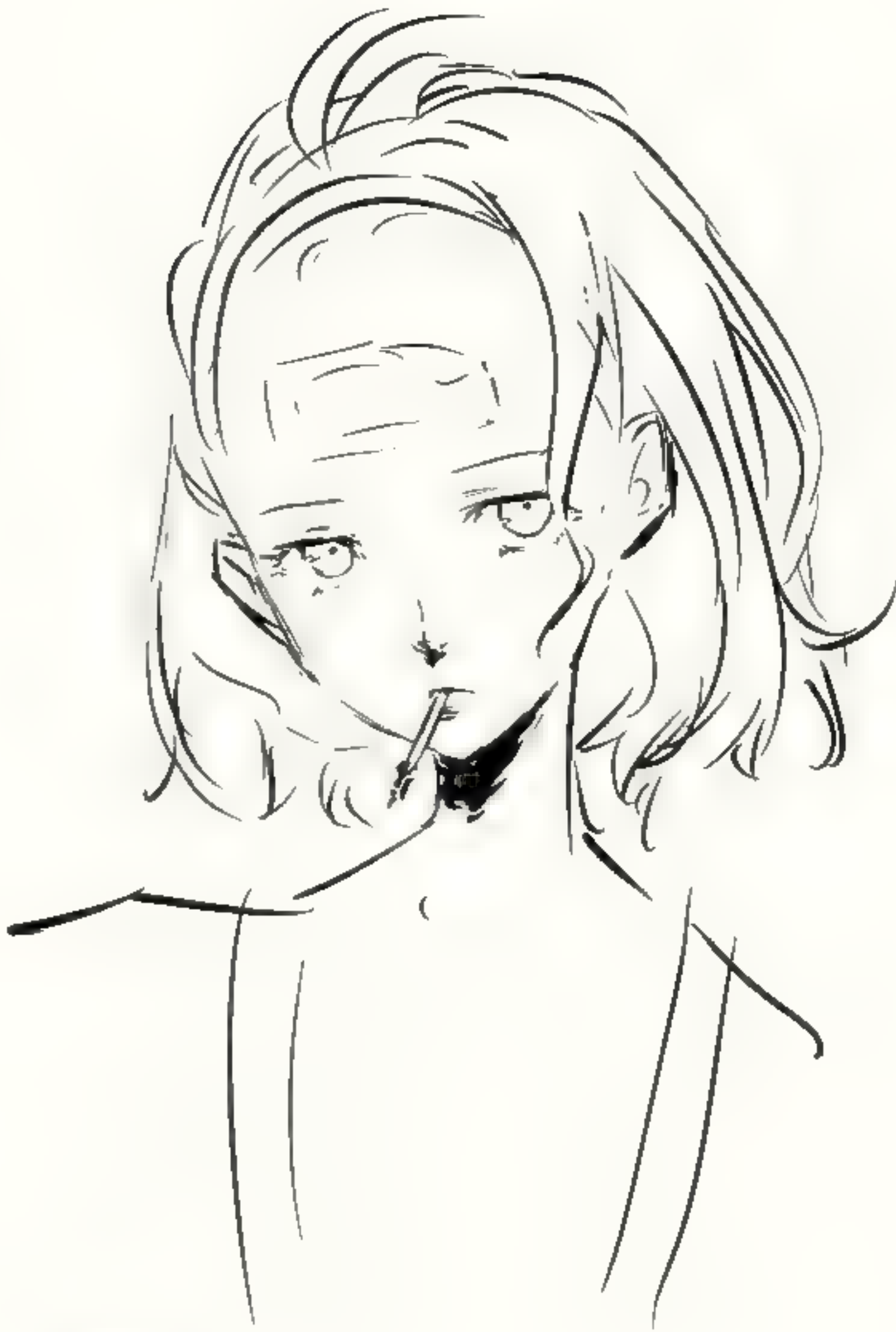
## Creator's Comment

We went for the image of an industry insider who would be light enough on her feet to maneuver around the scene of whatever she's covering. The original plans only called for a generic "reporter," but until we were able to decide on the direction to take her—whether cameraman, writer, or whatever—we really only had a vague semblance of what she would become. Things went smoothly after we locked down her character, but the first images drawn were not all that cute, so Director Hashino suggested that we "make her cuter" and strongly demanded that we "stop drawing nostrils on her." I guess we overdid it on the original design for her as well. (\*laugh\*)



冷たい

Cooling pad



Dried squid

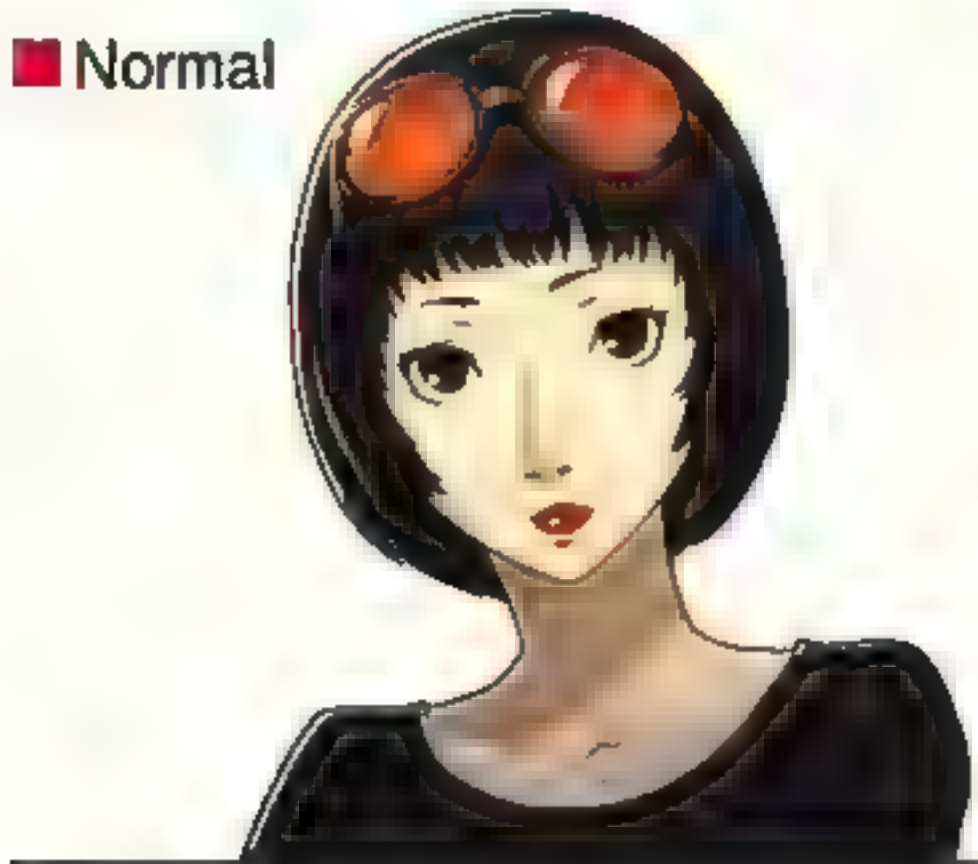
かきいし





## Close-up

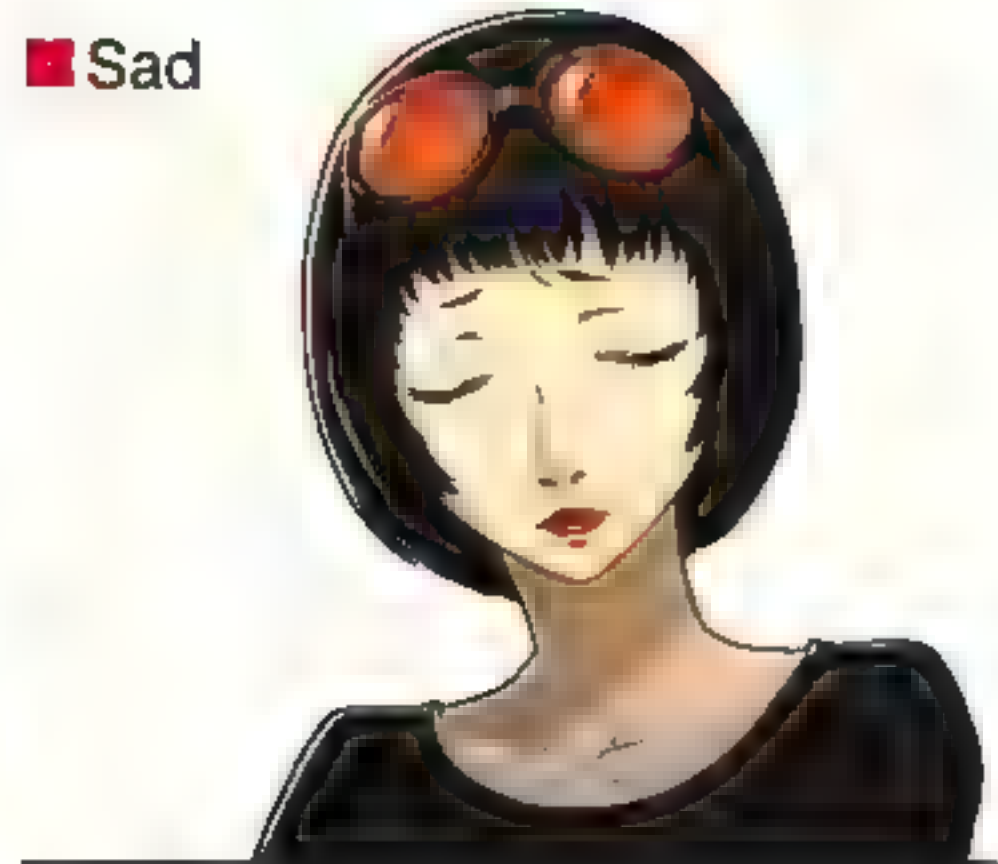
■ Normal



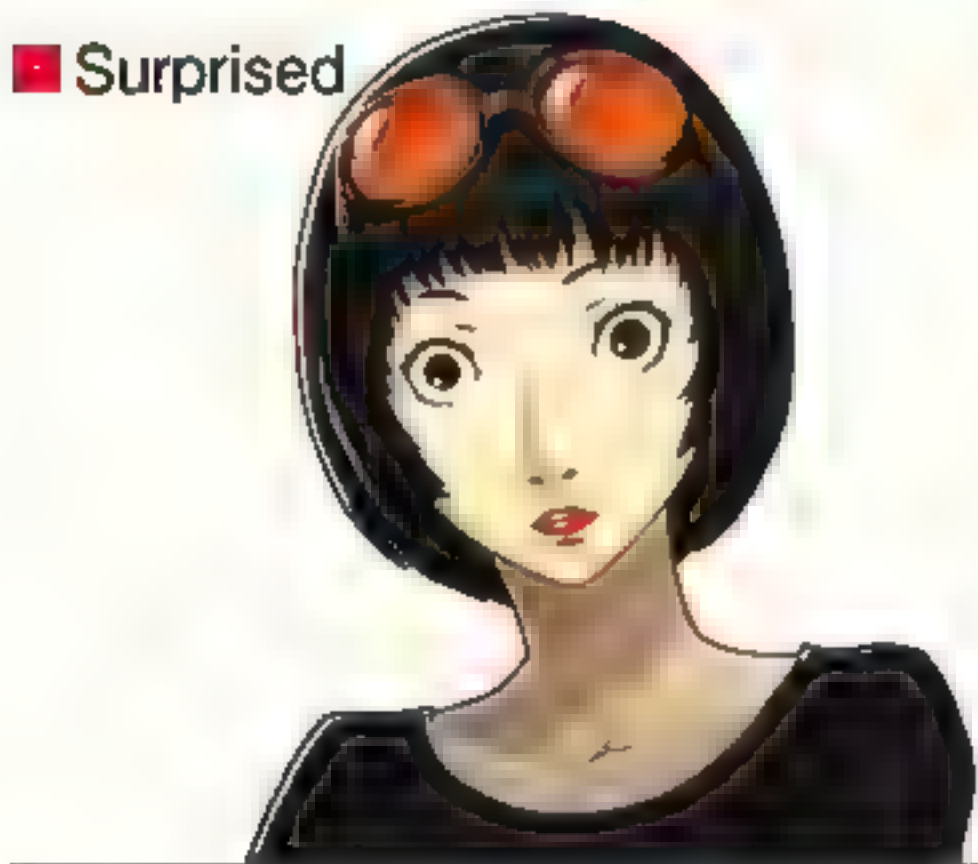
■ Smiling



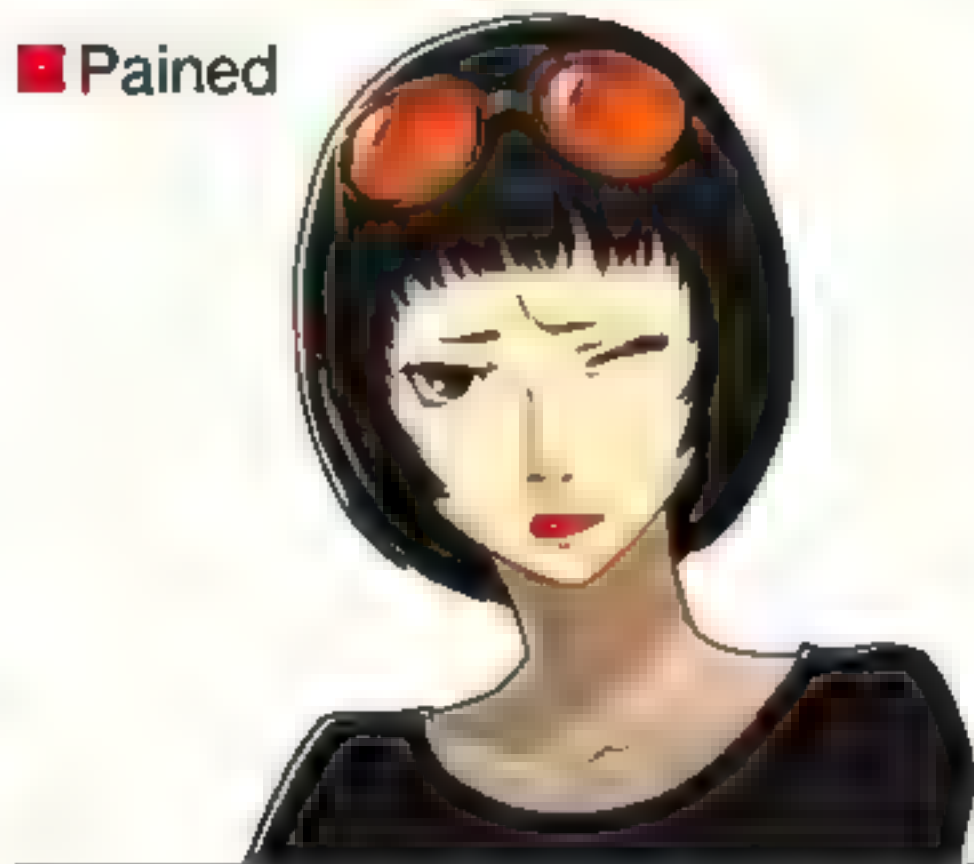
■ Sad



■ Surprised



■ Pained



■ Blush 1



■ Blush 2



■ Angry





## Cut-in



Shocking



Joy



Surprise



Suspicious



Mad



Sorrowful

## Confidant Screen







# CONFESSION

## Shinya Oda

JP: Aki Kanada

Shinya Oda is an elementary school student gamer who mainly plays at the Gigolo Arcade in Akihabara. His Arcane is the Tower. His expert-level skills at the shooter game Gun About have earned him the nickname the King. Because his mother is quite the handful, his life at school is far from great, and he's at war with his fellow students.



Initial Image



アーケード

Amusement Arcade's Boy

GET  
SMOKED



Creator's Comment

At first, we were thinking of taking the "energetic youth" route with this character, but the story called for him to have a bit of gloominess, so we shifted the aesthetic direction of his design to emphasize that. You see a lot of hip-looking grade school boys in real life these days, so we thought that making him slim with a bag that didn't quite match would make him more like a boy you would realistically see in the real world. For his hat, we simply thought, "A gamer would definitely wear a red cap," and designed the character accordingly.





## Concept Art



天才-2-  
Genius Gamer

VITA?

Whoa!





## Close-up

---

■ Normal



■ Angry



■ Sad



■ Surprised



■ Smiling

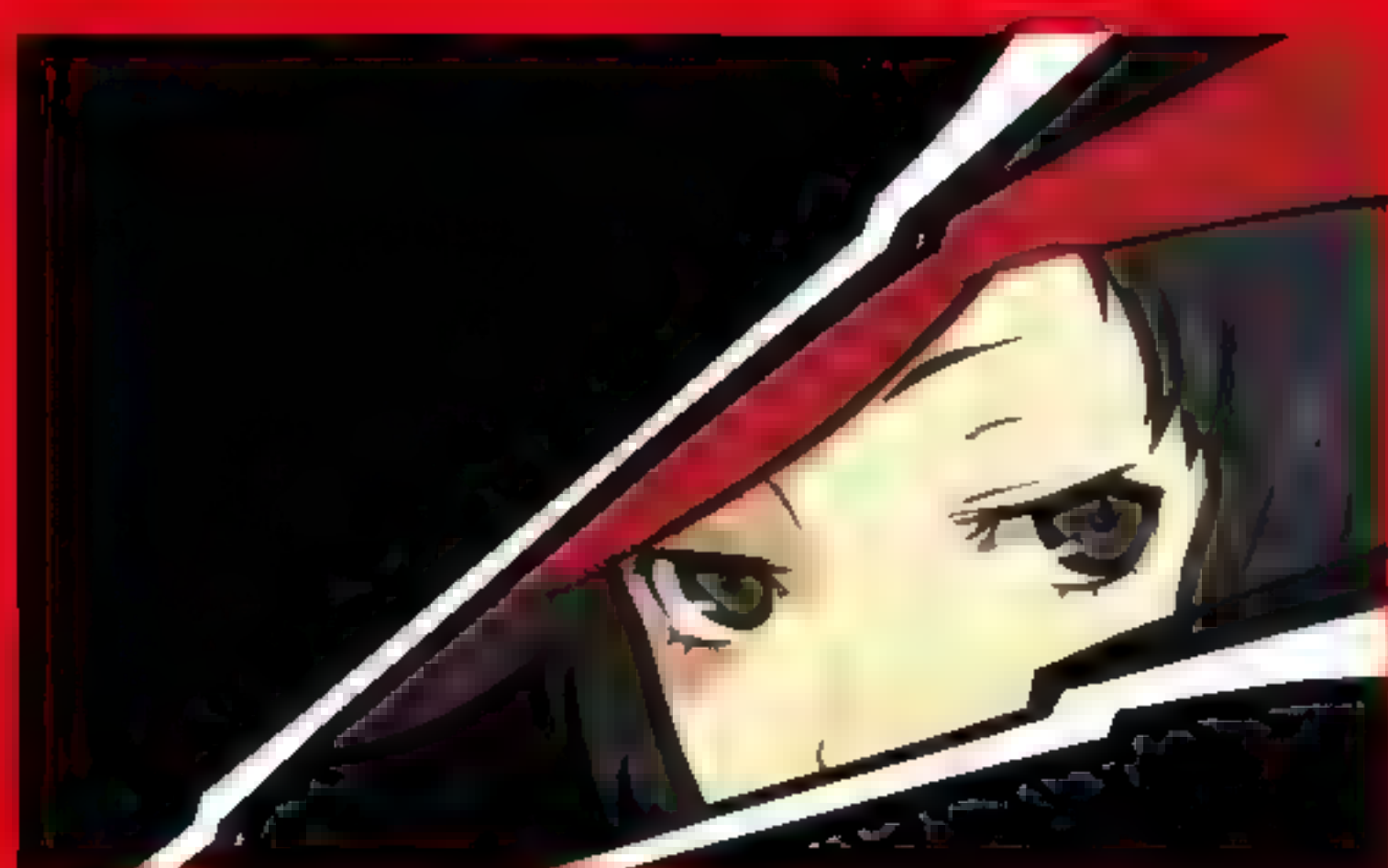




## Cut-in



Sorrowful



Awakened  
Concerning



Joyful



Awakened  
Annoyed



Suspicious



Mad

## Confidant Screen







# Concrete Revolutio

## Hifumi Togo

JP: Tomomi Isomura

Hifumi Togo is an up-and-coming female shogi player and high school student. Her Arcana is the Star. She attends Kosei High School, and her popularity has more to do with her appearance as a shogi idol in magazines than her actual play. Hifumi, however, desperately when playing shogi, and even the tone of her voice becomes like that of another person.

Initial Image



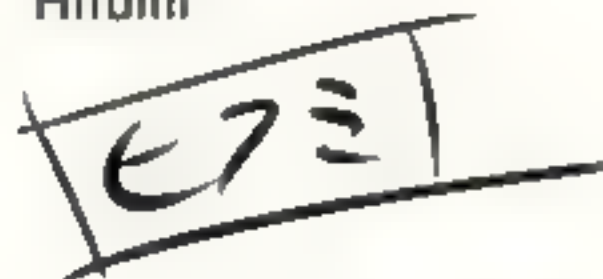




## Creator's Comment

When it was decided that Makoto would be the brains behind the protagonist's team, we also had plans to add another more radical-minded strategist. It was then that we first sketched a character similar to what would become Hifumi. We later integrated both ideas into Makoto, but when thinking of Confidant characters, we ended up discussing the possibility of using that original sketch and decided to use it for a completely different character. For the design, we went with the image of a distinctly Japanese beauty. Once it was decided that she would be into shogi, we added Japanese-style hair ornaments and tried to give her an air of intelligence.

Hifumi



Player meets her outdoors, so I've depicted her with summer and winter school uniforms.

屋外で会うため夏と冬制服を描いた



Summer outfit is a vest and short-sleeved shirt.

夏はベストと半袖シャツ



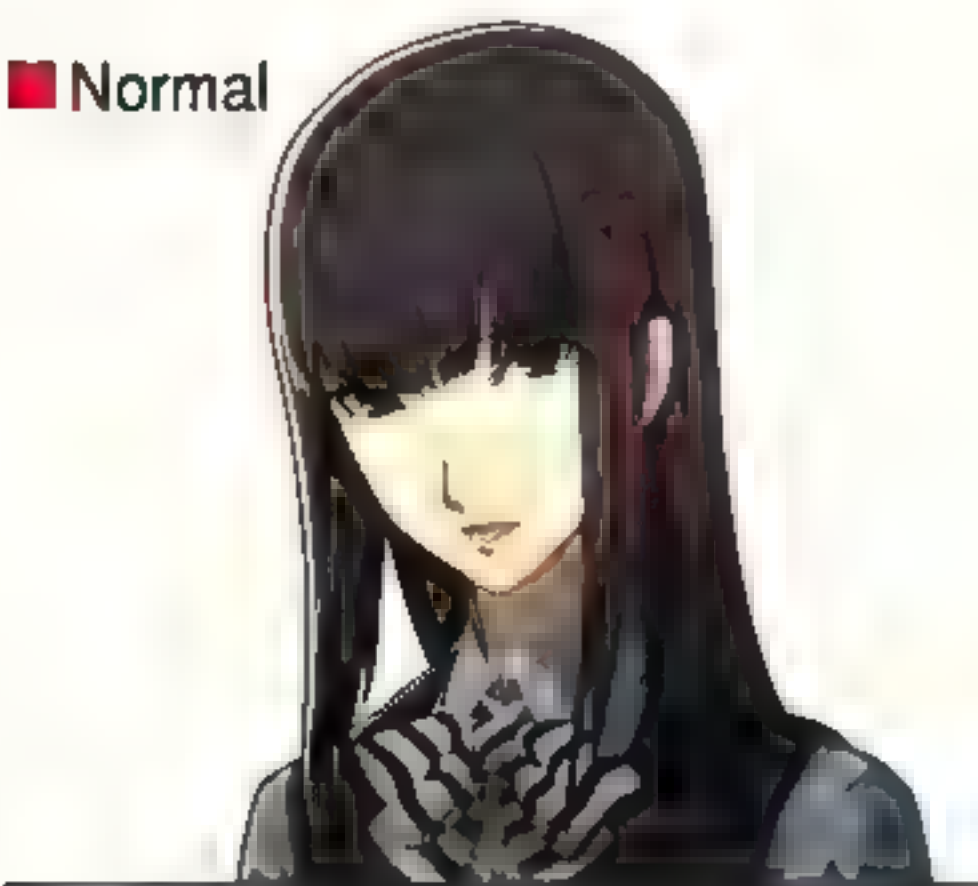
Winter outfit includes a scarf.

冬はスカーフ



# Close-up

■ Normal



School Uniform (summer)



School Uniform (winter)

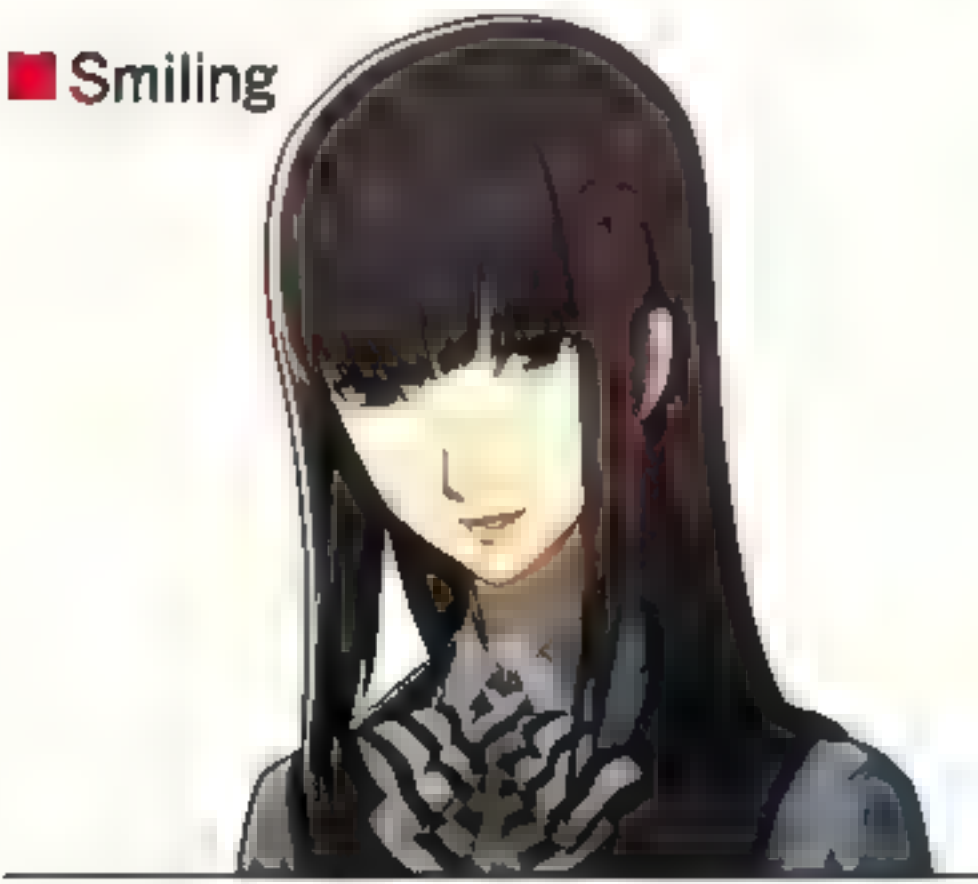


Casual Clothes



Swimsuit

■ Smiling



School Uniform (summer)



School Uniform (winter)



Swimsuit



Casual Clothes



■ Angry



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit

■ Sad



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit



■ Surprised



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit

■ Pained



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit



Blush 1



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit

Blush 2



School Uniform (summer)



School Uniform (winter)



Casual Clothes



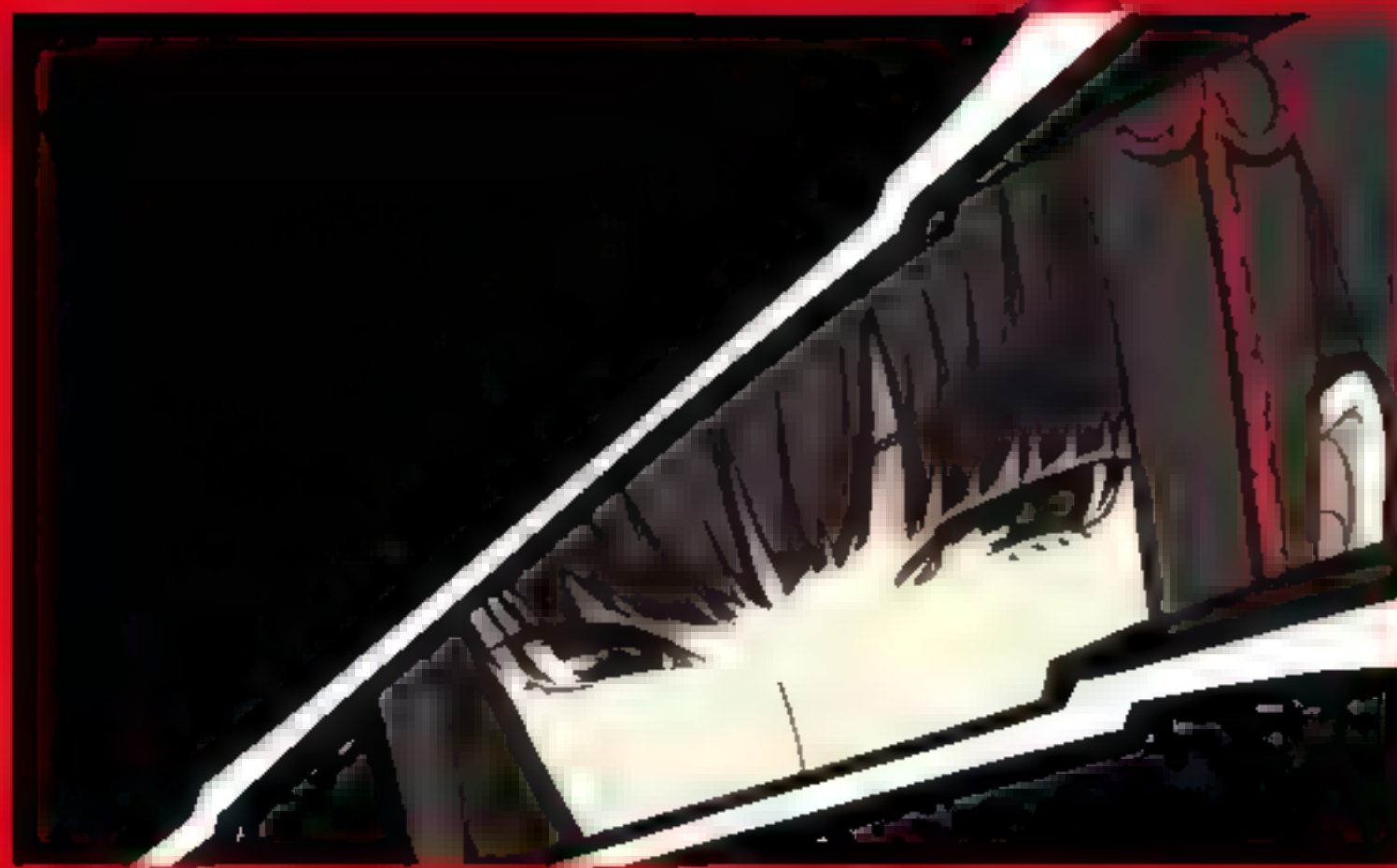
Swimsuit



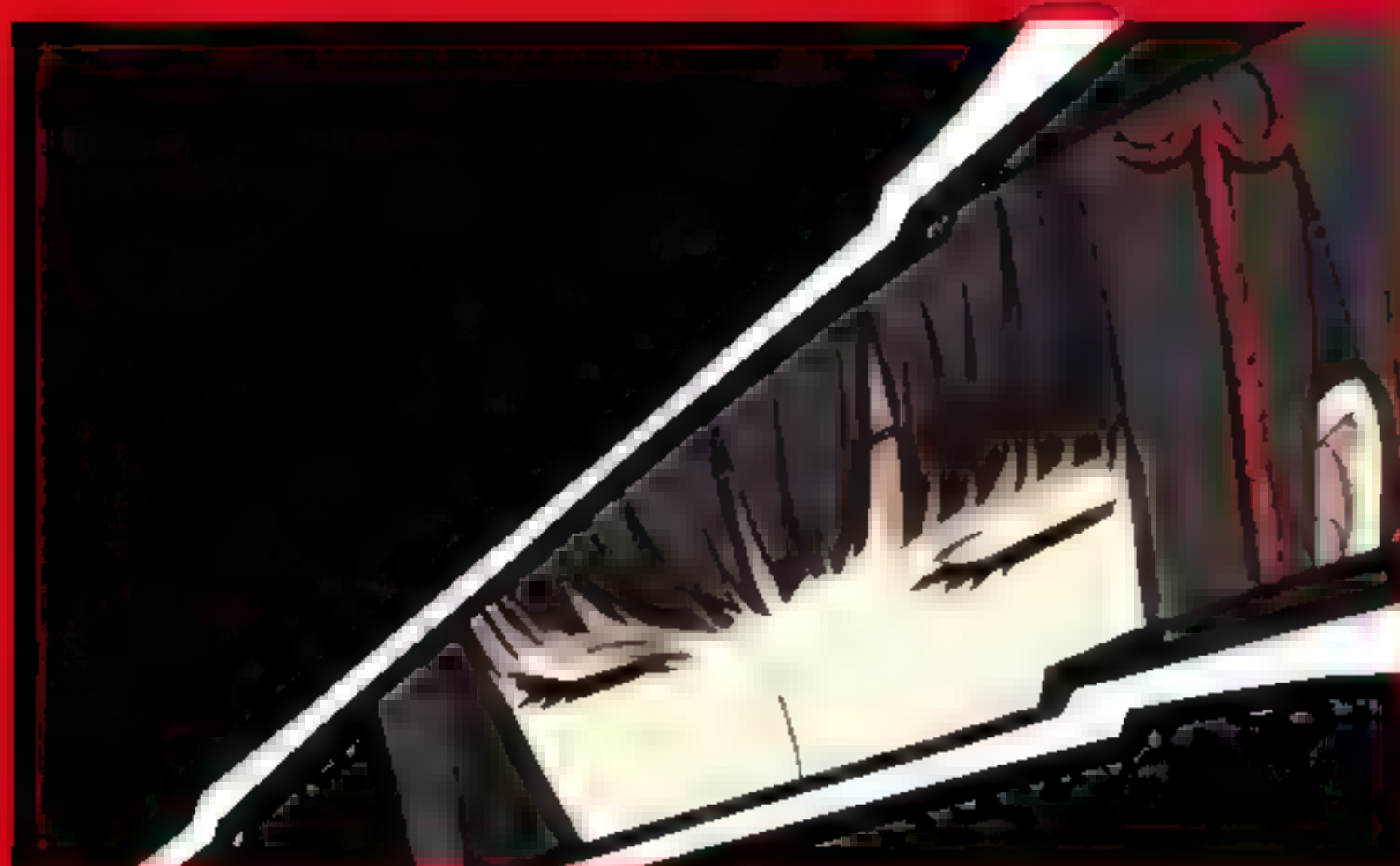
## Cut-in



Surprise



Knowing



Joyful



Knowing



Suspicious



Mad

## Confidant Screen





# CONFIDENTIAL

## Yuuki Mishima

JP: Daisuke Sakaguchi

Yuuki Mishima is one of the protagonist's classmates. His Arcana is the Moon. He joined the volleyball club and often fell victim to Kamoshida's wrath when the teacher turned violent to blow off steam. After Kamoshida is reformed, Mishima comes to believe that the protagonist is one of the thieves and creates the Phantom Aficionado Website to support them.



Initial Image







#### Creator's Comment

Mishima is basically THE "everyman" character, and as such, we tried to avoid designing him in a way that would express any sort of unique individuality. We felt that, when roleplaying as the Phantom Thieves, one of the elements that makes the game feel rewarding to players is the praise or admiration received from others. So, from that perspective, we thought that we needed a character who would shower the protagonist's team with praise for their actions. Mishima is the character we used for that, and his role is to praise the team from the least possible distance. He is a singular representative of the masses and serves to deliver their praise directly. So if we were to add any uniqueness to his design, we feared that people would think, "So he likes them because he's strange?" or "Maybe he's the only one supporting them?" That's why we made him as normal as possible to emphasize his position as a face of the public.





# Close-up

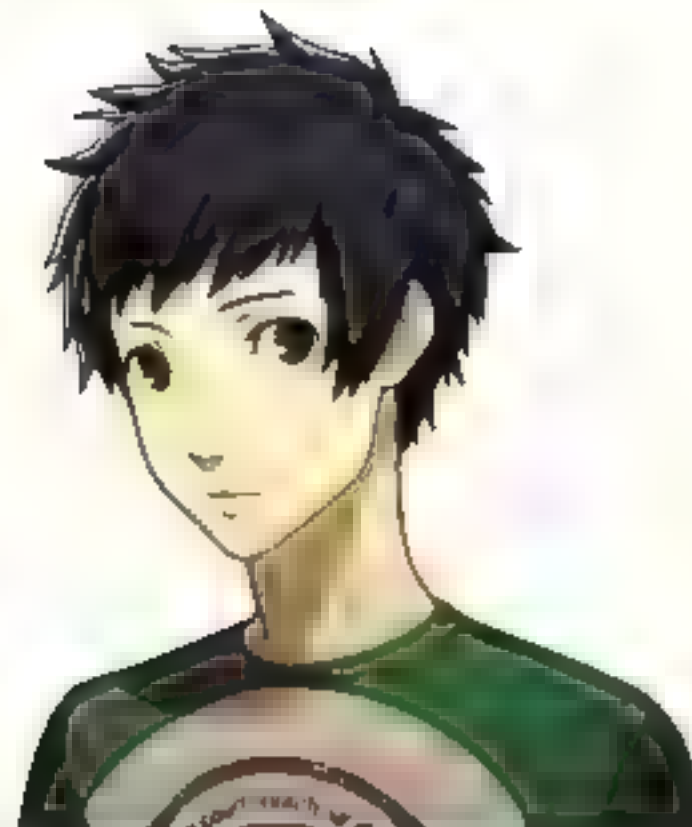
■ Normal



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit



Injured



Shadow

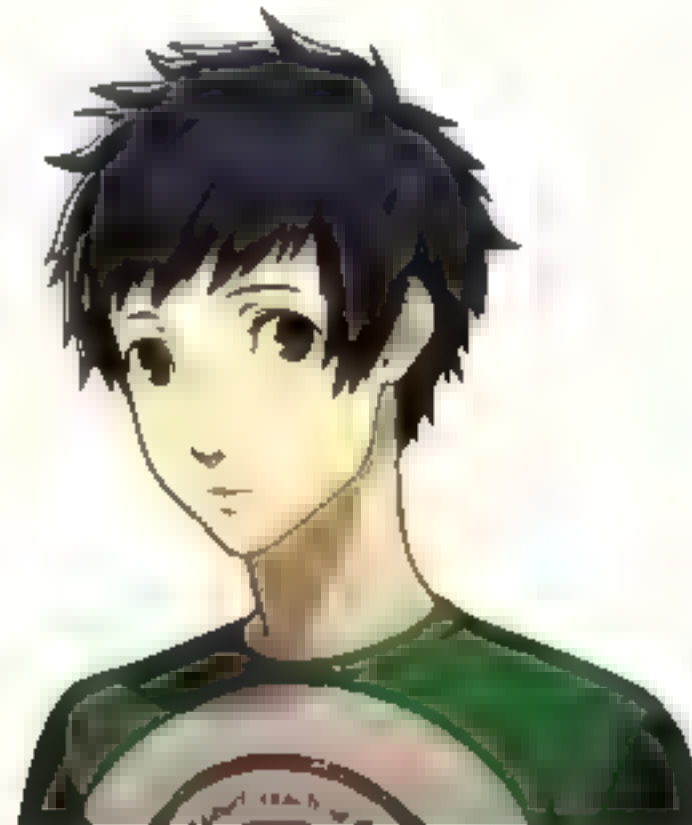
■ Smiling



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit



Shadow



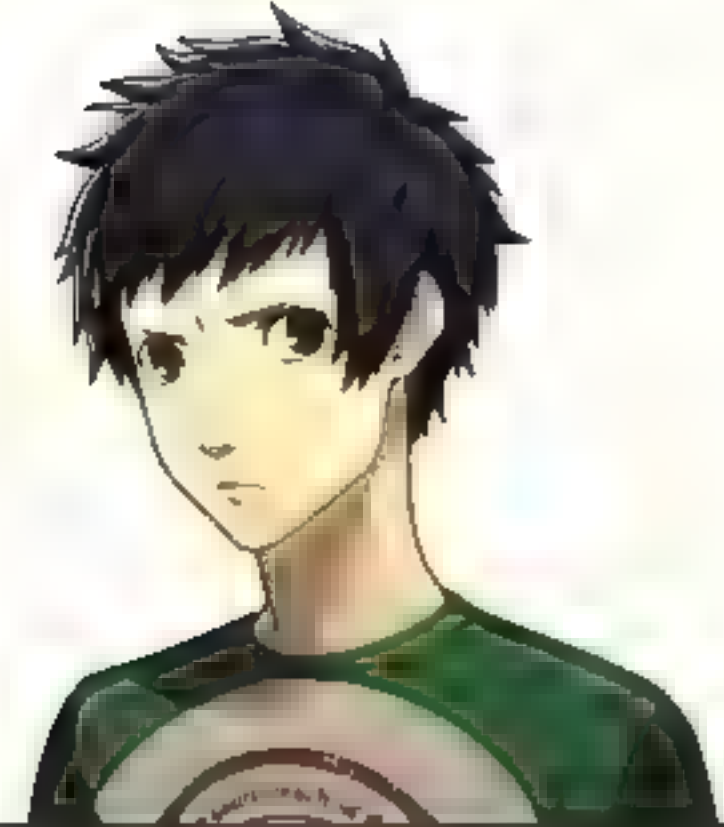
■ Angry



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit



Injured



Shadow



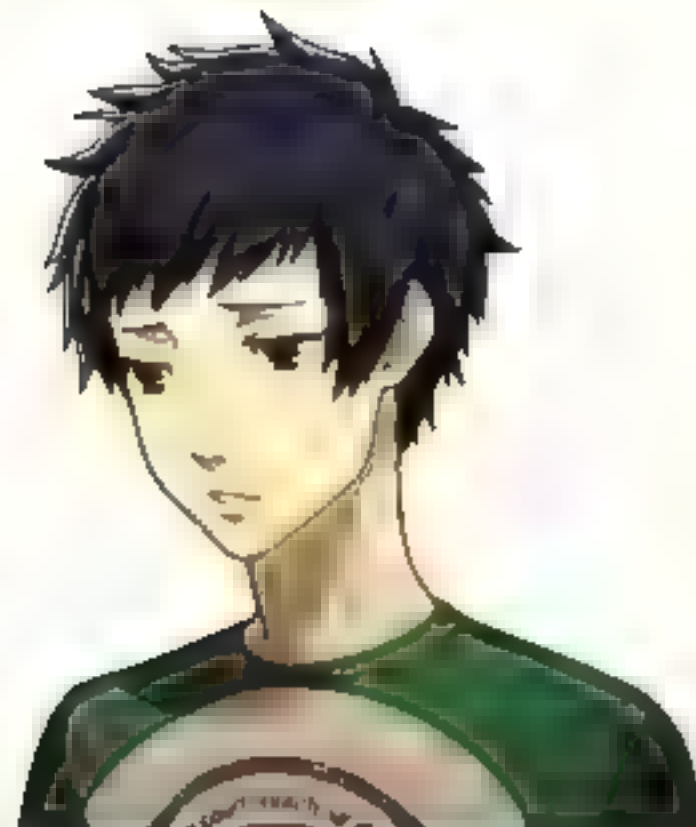
■ Sad



School Uniform (summer)



School Uniform (winter)



Casual Clothes



Swimsuit



Injured

■ Surprised



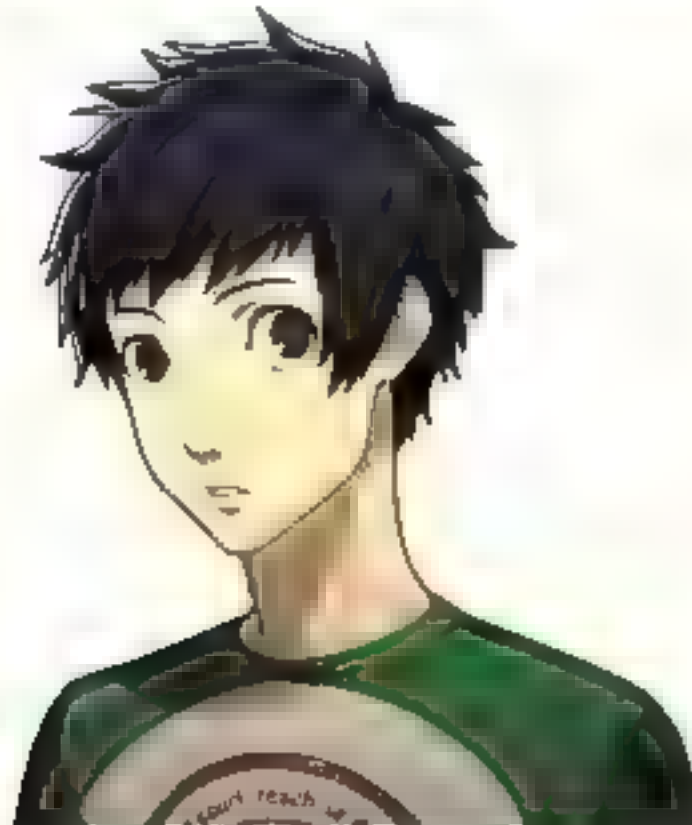
School Uniform (summer)



School Uniform (winter)



Injured



Casual Clothes



■ Pained



School Uniform (summer)



School Uniform (winter)



Swimsuit



Casual Clothes



Injured



Shadow



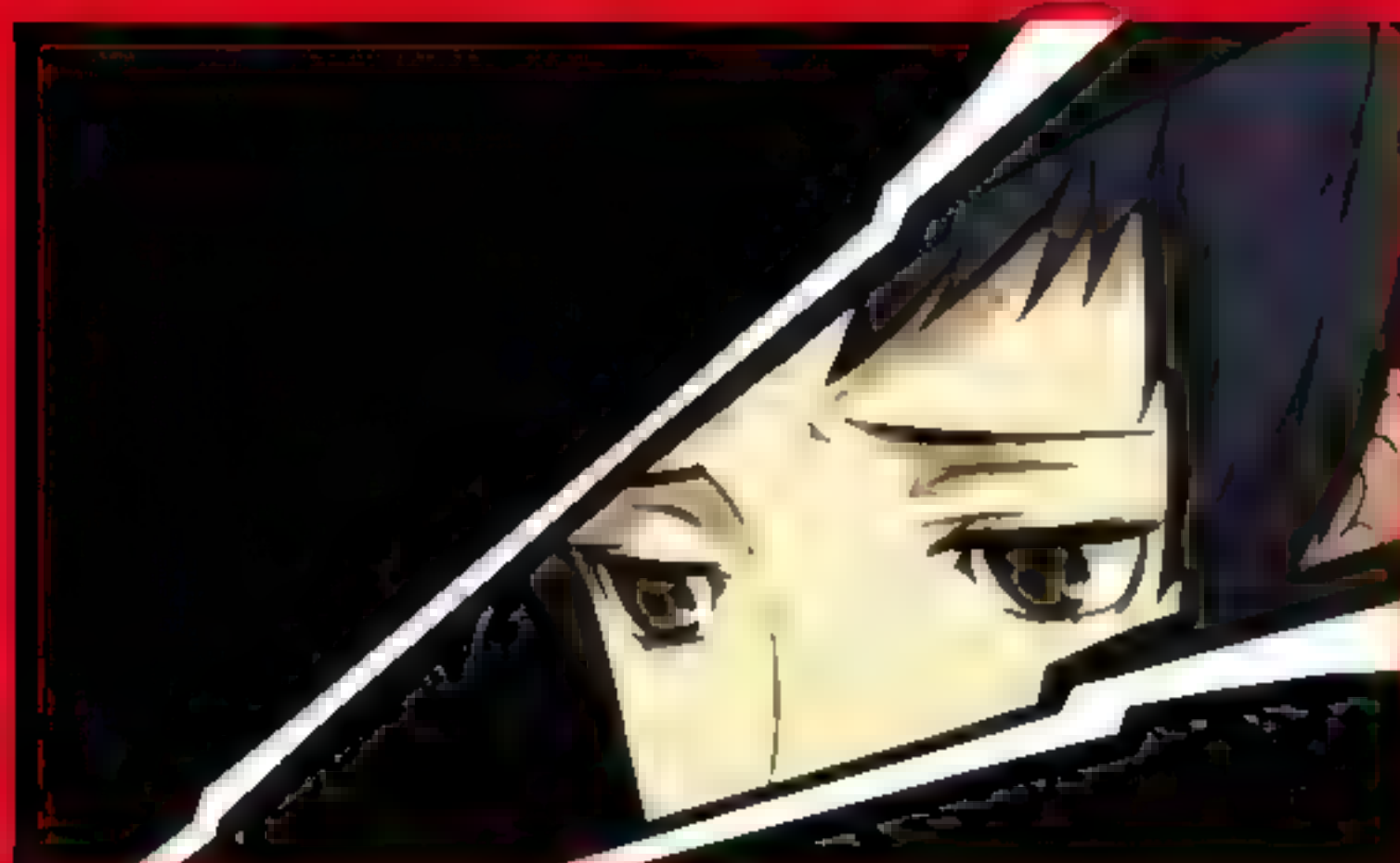
## Cut-in



Scheming



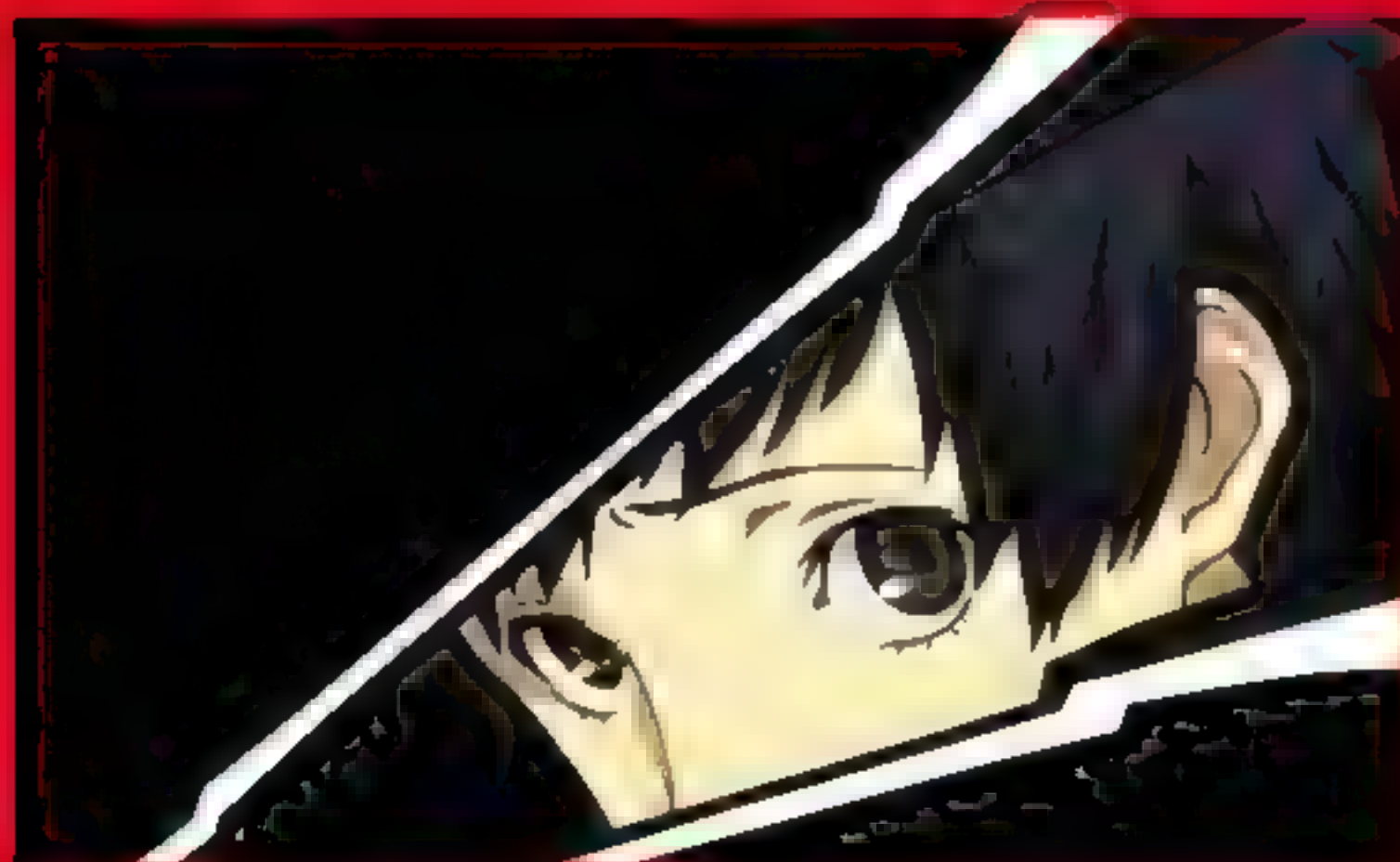
D.L.



Sorrowful



Shocked



Suspicious



Mad

## Confidant Screen





# Concept Art 46

## Toranosuke Yoshida

JP: Keiichi Noda

Toranosuke Yoshida was once a promising young politician, but a number of blunders caused politicians and supporters alike to abandon him and brand him as a traitor who spews nonsense. Losing his position in the government led him to seriously face off against the government for the first time. Since then, he has continued to give speeches in Shibuya and work independently for the greater good of society.

### Initial Image







## Creator's Comment

Though he's old, he has bright, large pupils. Making Yoshida impossible to hate was the key to his design. The point is that, although Yoshida has landed in a pathetic situation, his eyes are still full of life, and we hoped that would show there's still a lot of fight in him.

There's another reason for the emphasis on his eyes. I sketched him in the image of a man in his fifties, but I had problems coming up with what kind of person I could use to represent adults. The majority of

people playing this game are younger, so I really worried about what they would think of fifty-something male character. I thought that adding a sense of determination to his eyes would make his speeches more compelling, and that's how I softened him into his present form. Speaking of which, I did not base him off of an existing individual, but I did design him with actor Ernest Borgnine in mind. He was kind but fiery in a way where anything he said would have the impact. I tried to give those same traits to Yoshida.



# Close-up

■ Normal



Suit



Politician

■ Smiling



Suit



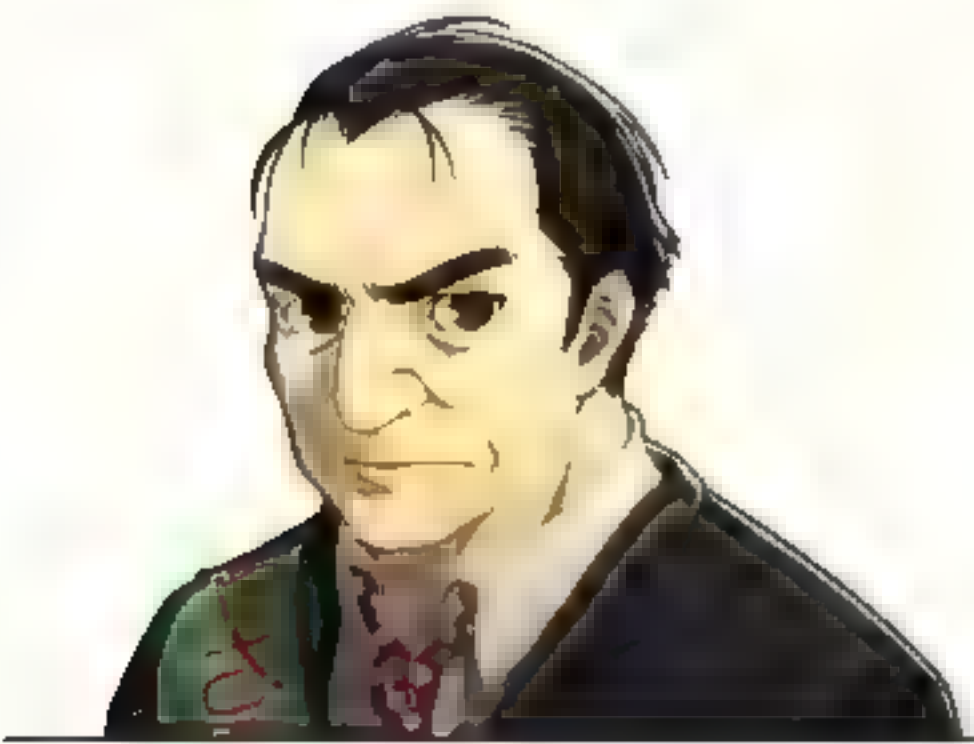
Politician

■ Angry



Suit

■ Sad/Pained



Politician



Suit



Politician

■ Surprised



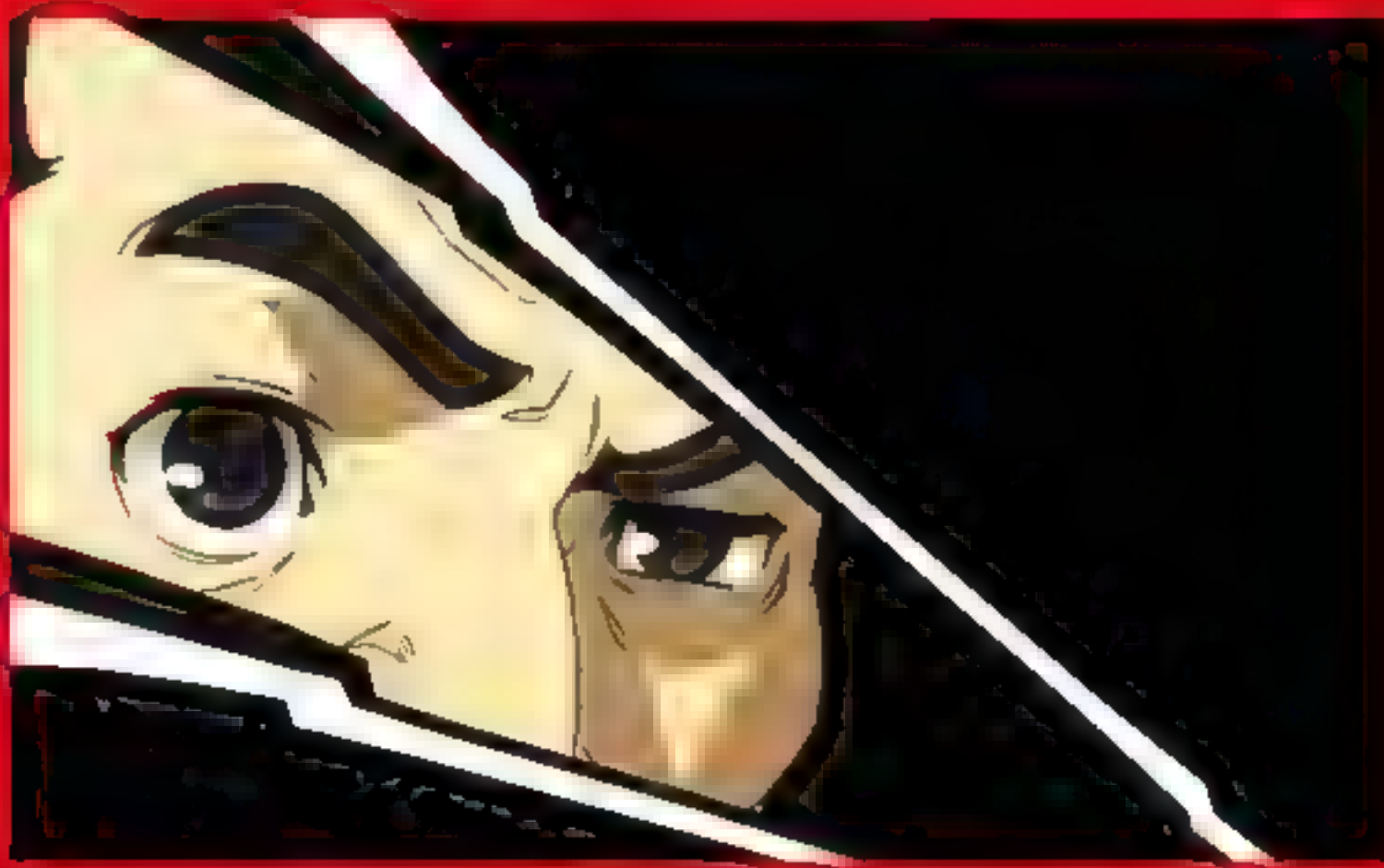
Suit



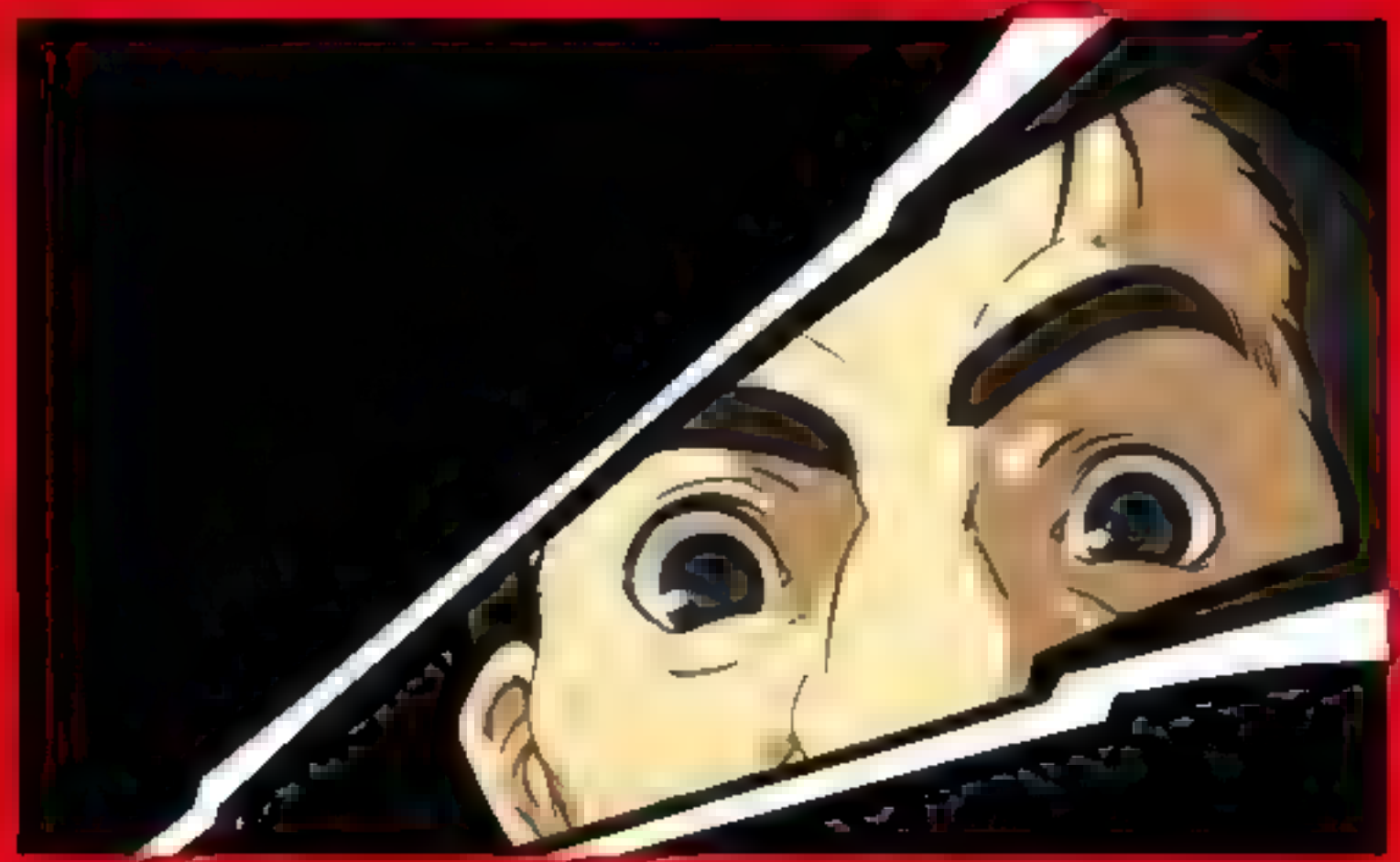
Politician



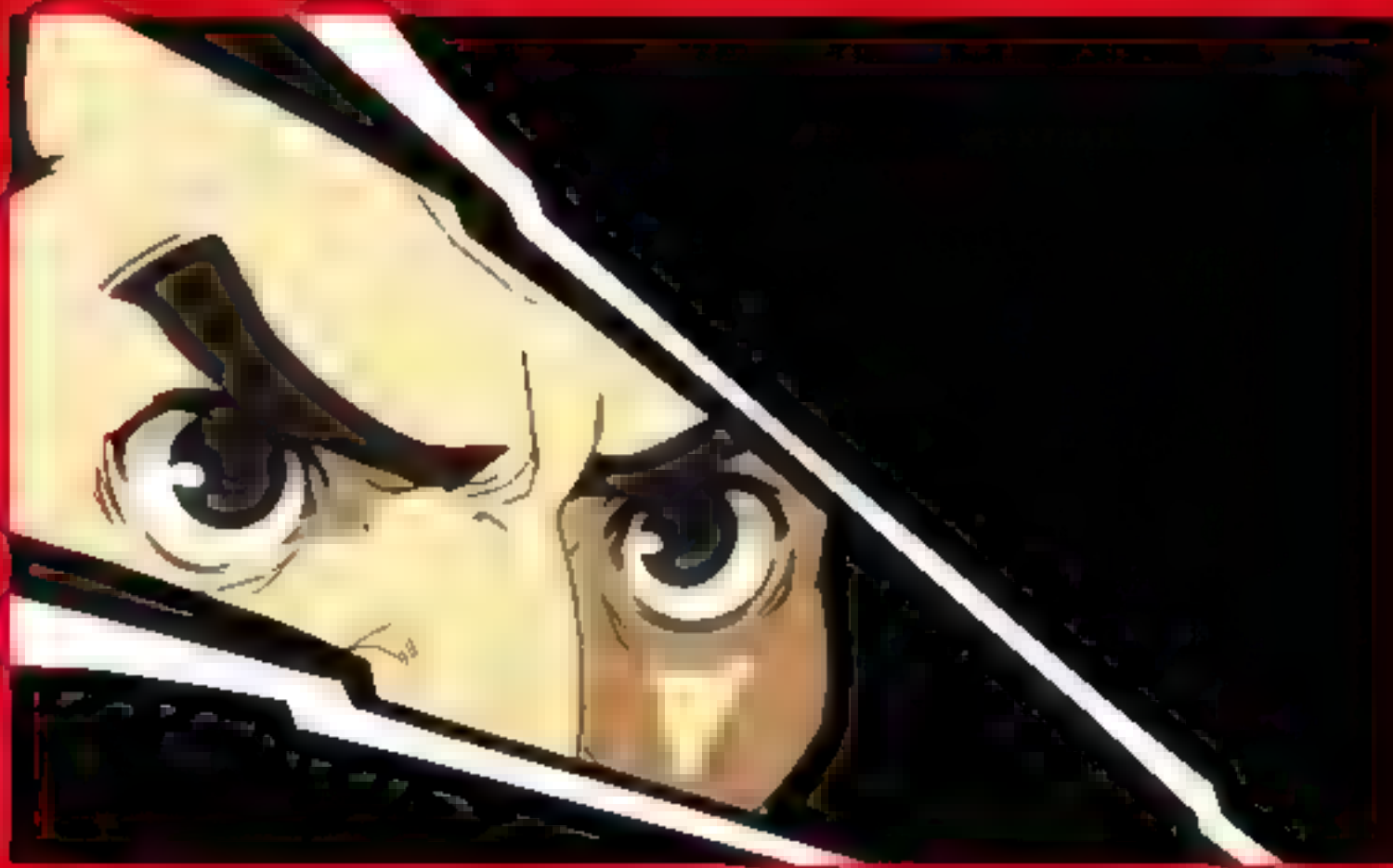
## Cut-in



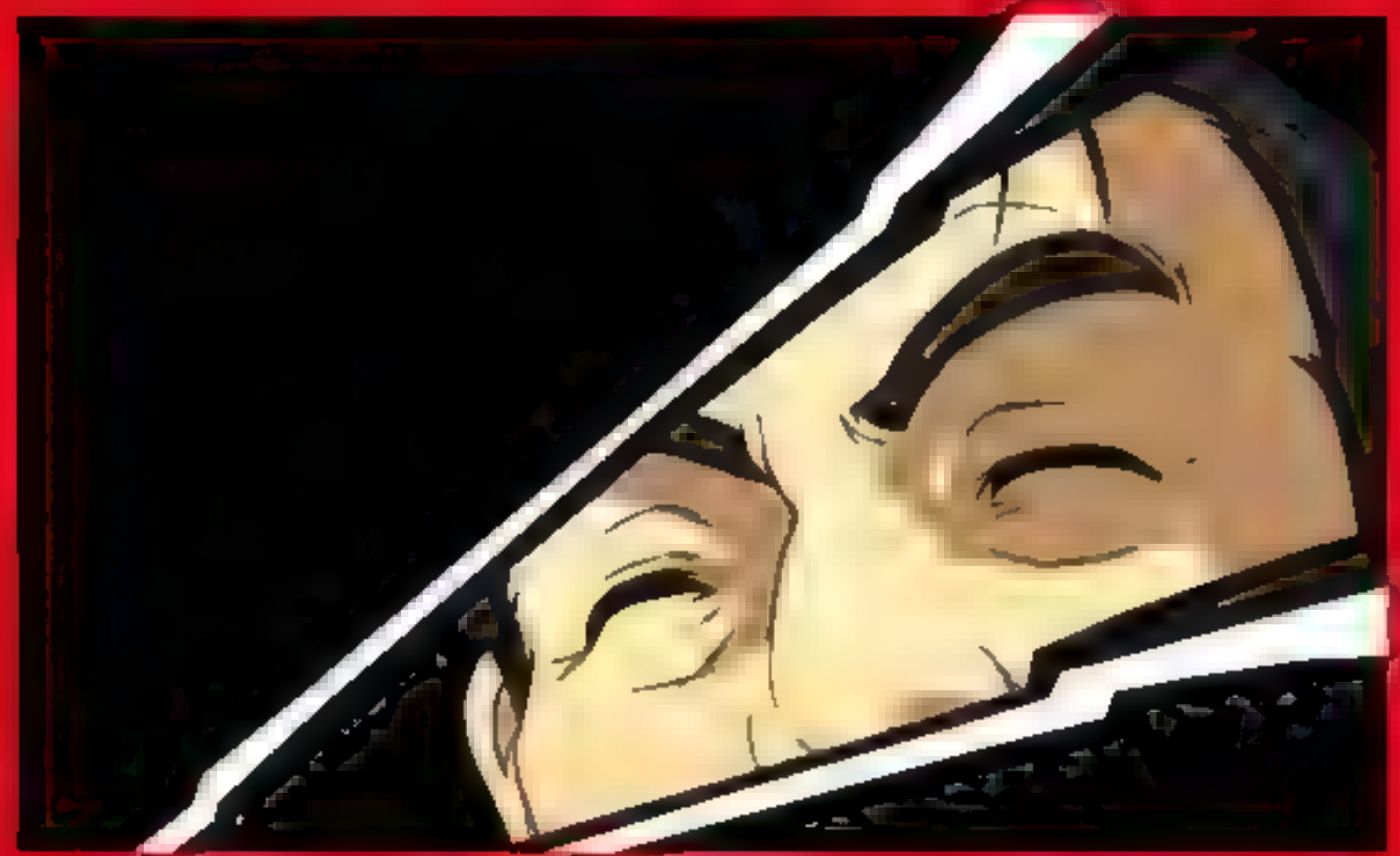
Surprised



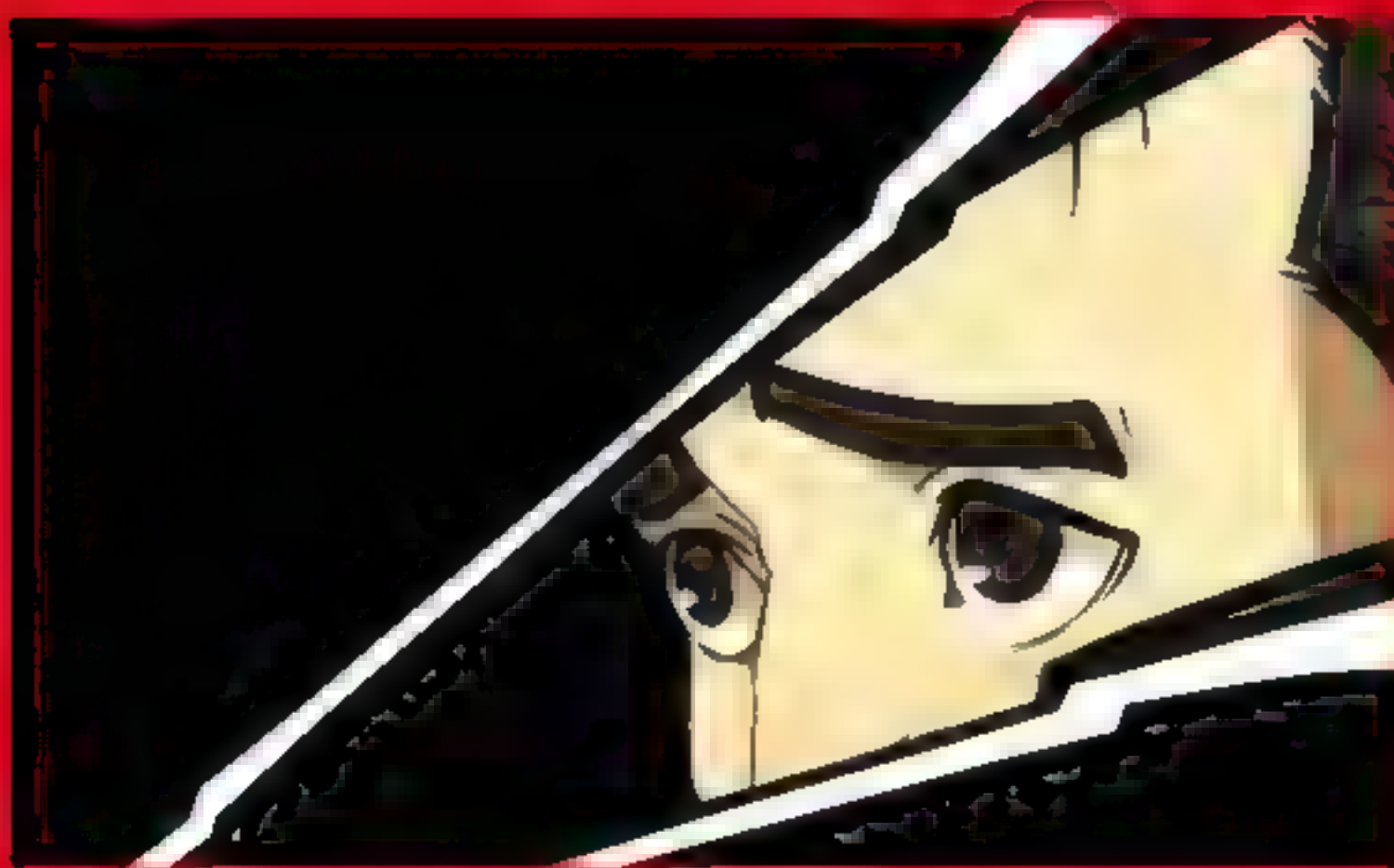
Surprised



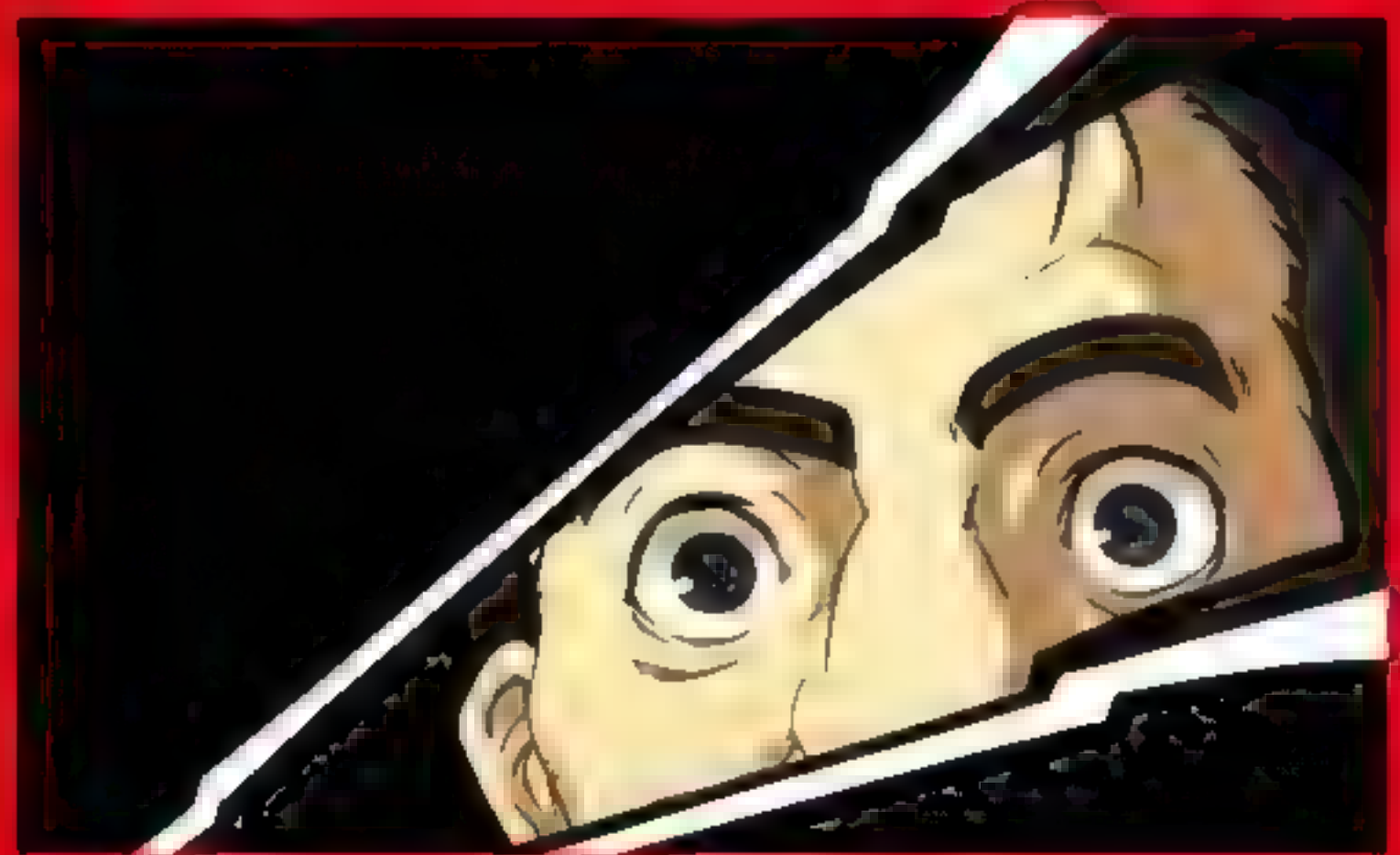
Angry



Wink



Sad



Surprised

## Confidant Screen





# CONCEPT ARTS

## Sae Niijima

JP: Yuko Kaida

Sae Niijima is affiliated with the public prosecutor's office and is the right hand of the office's director. She is the sister of the Phantom Thieves member Makoto. But as ambitious as she is, she failed to solve the cases of the Phantom Thieves and the incidents of violence. She is usually cold to her sister, even when Makoto is worried about her.

### Initial Image

Silver earrings







## Creator's Comment

We initially couldn't decide on who this character would be. Would it be Makoto's mother or would it be someone living with the protagonist? Because of that, we thought, "Would he really live with someone this scary?" I adjusted my design based on that, but there were a lot of things to be aware of. We ultimately arrived at the conclusion that "the character is better off young," and that's how we arrived at our current design. With her design, we really wanted to focus on the fact that she is a professional at what she does. We really wanted to emphasize her professionalism, because her role in the story is to lead the main character. Because of her, you keep asking, "What's next? What's next?" Her [Japanese] voice actor was also a huge influence—when Yuko Kaida was chosen, we decided Sae would have a specific tone.



ピアノ黒髪クリップ  
Piano black hairclip

# 女検事 設定資料①

Prosecutor  
Model Sheet





## ■ Shadow Sae







罪モチーフ  
犬のタトゥー

Black motif  
Dog tattoos



#### Creator's Comment

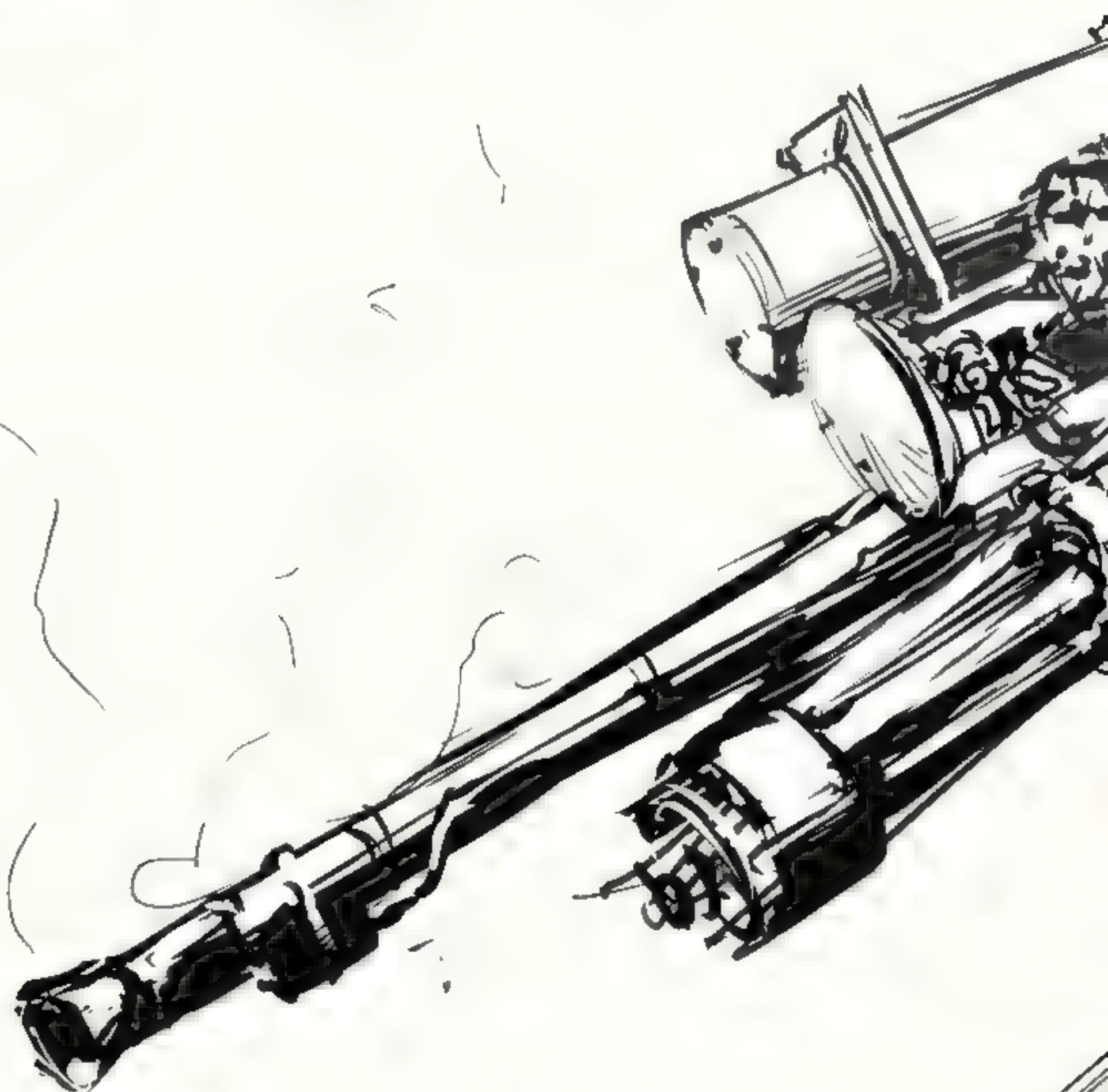
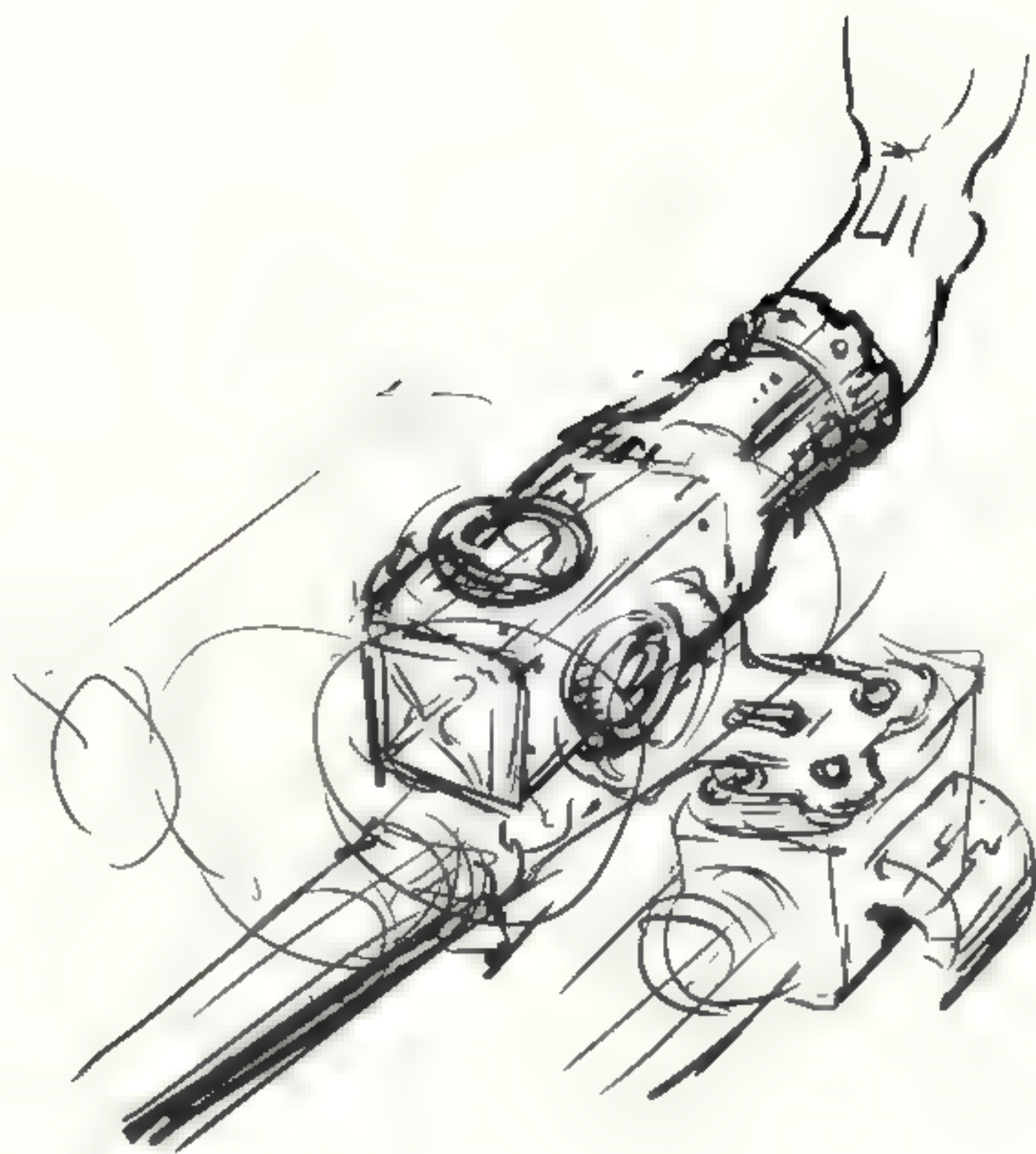
For Shadow Sae, we designed her using a person with the charms of an adult woman as a base, and then tried to emphasize the impression on her being an immoral person who seeks victory by any means necessary. And then, pulling from the motifs of her Palace, we also incorporated components of a "gambler." Overall, we tried to make sure a stark contrast would emerge between normal Sae and her Shadow form.



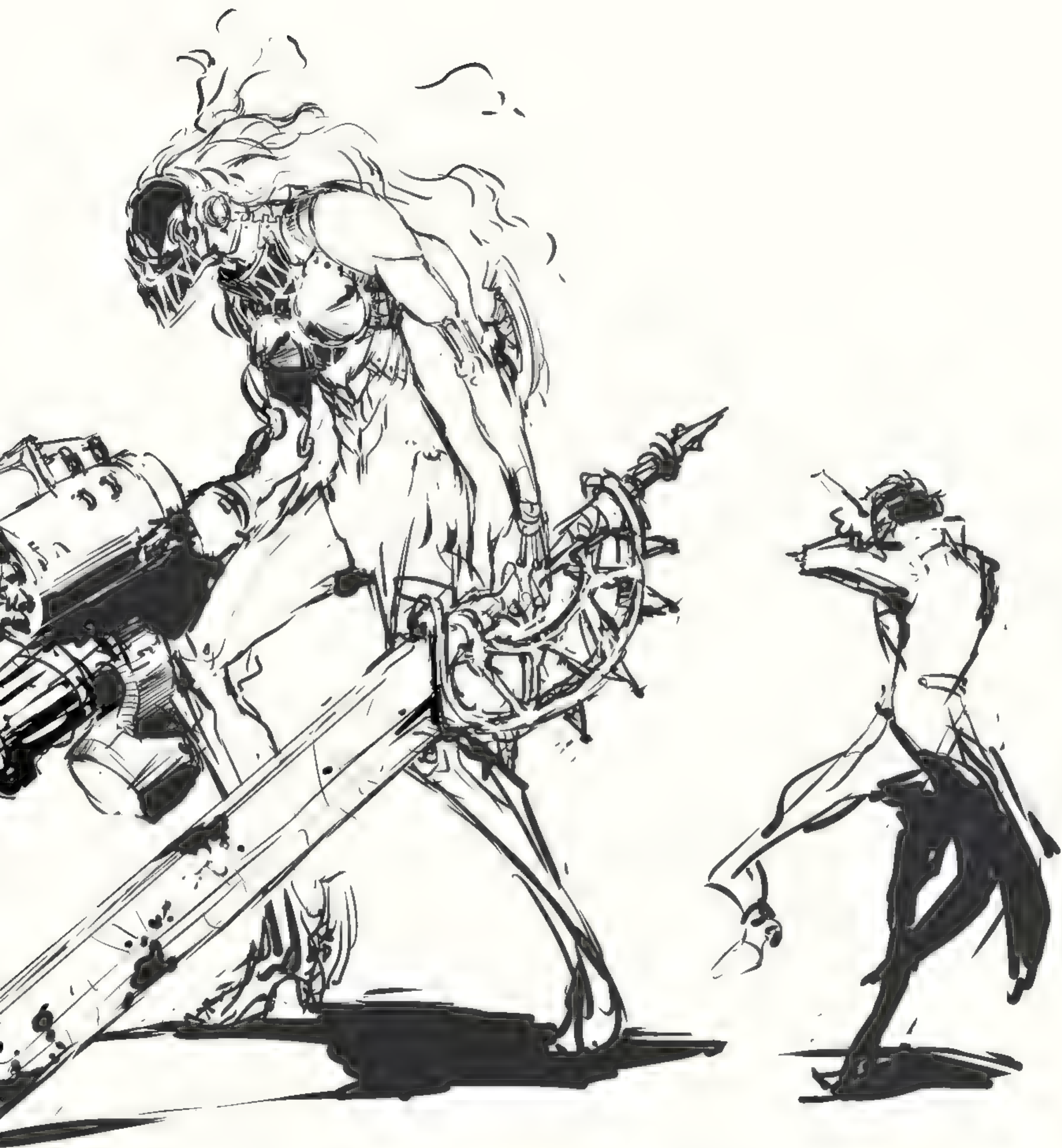
# ■ Sae Leviathan Nijima

CASINO BOSS

カジノボス









You know?  
Might is right.



Sis!

I will do anything to win.

CREAK!!



Bang! Bang!



女類  
- 福

Prosecutor  
The 1st Concept Art





女検察官 (マコトの母?)  
3rd稿

Prosecutor  
The 3rd Concept Art  
Mokoto's Mother?









# Close-up

■ Normal



Casual Clothes

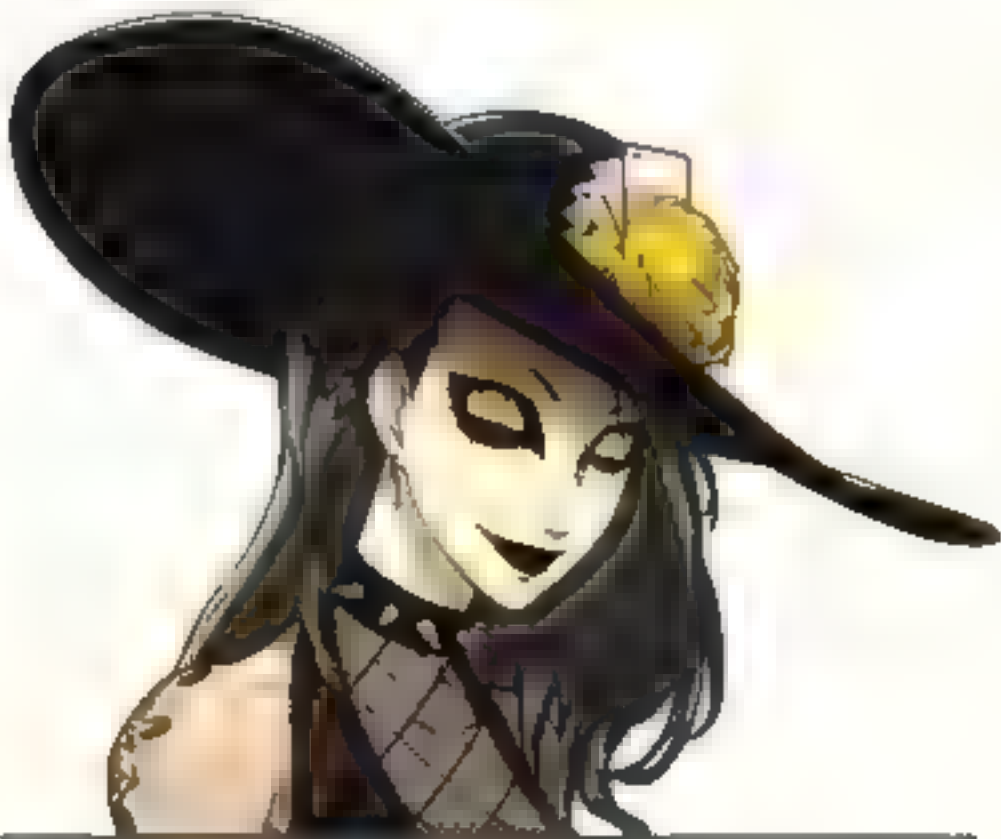


Shadow

■ Smiling

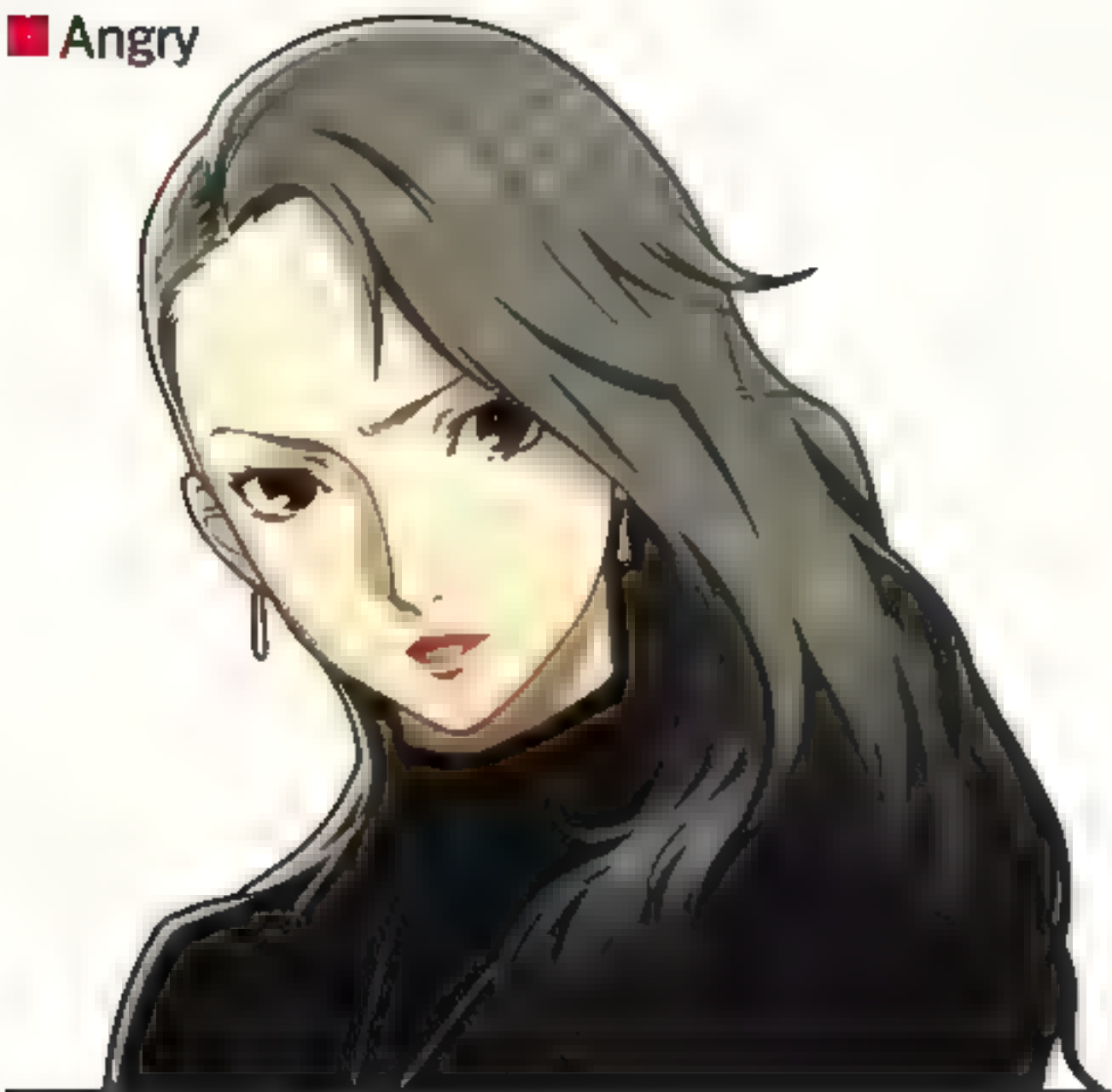


Casual Clothes



Shadow

■ Angry



Casual Clothes



Shadow



■ Sad



Casual Clothes

■ Surprised



Casual Clothes

■ Pained



Casual Clothes



Shadow

## Security Level Meter



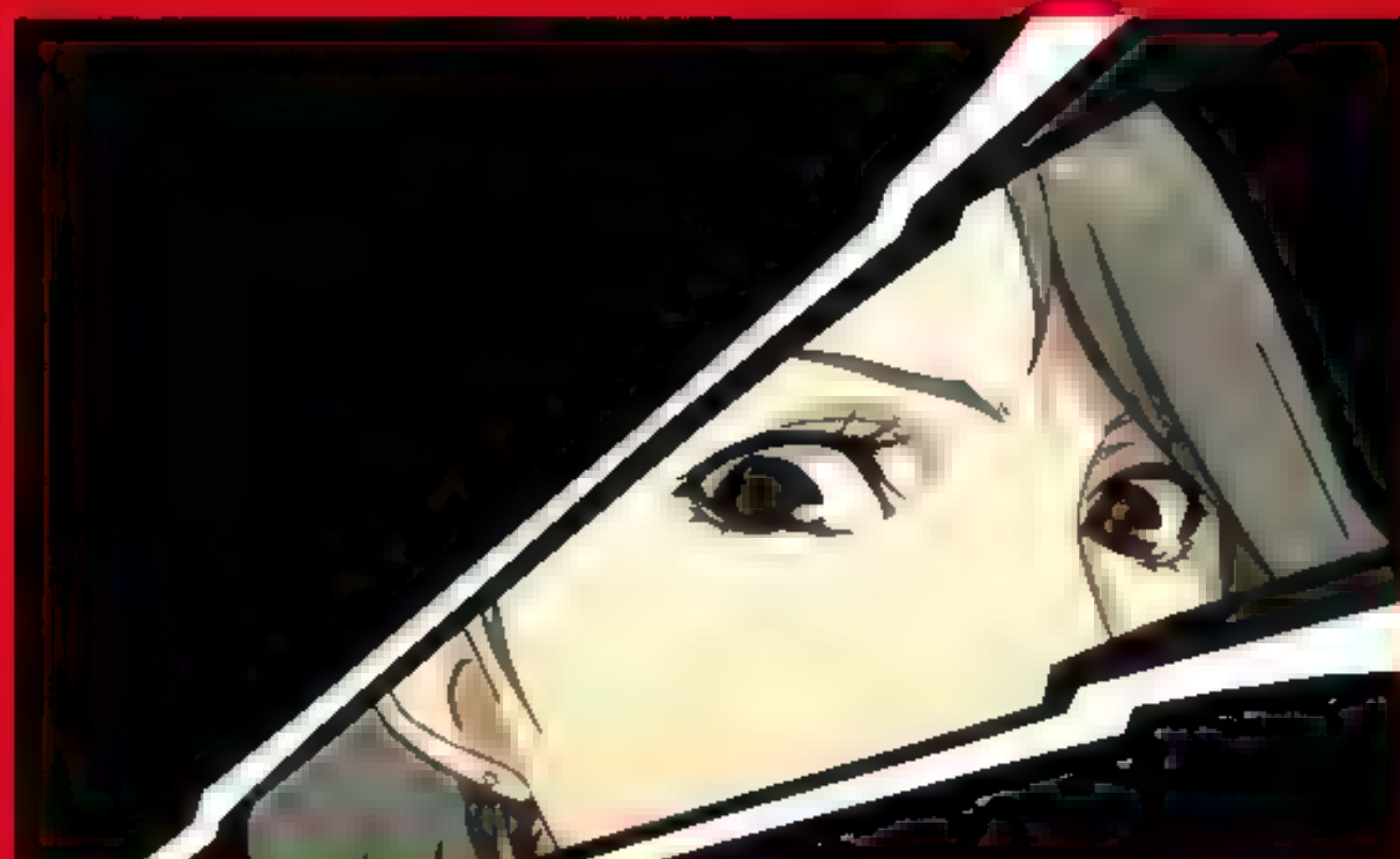
Before Detection



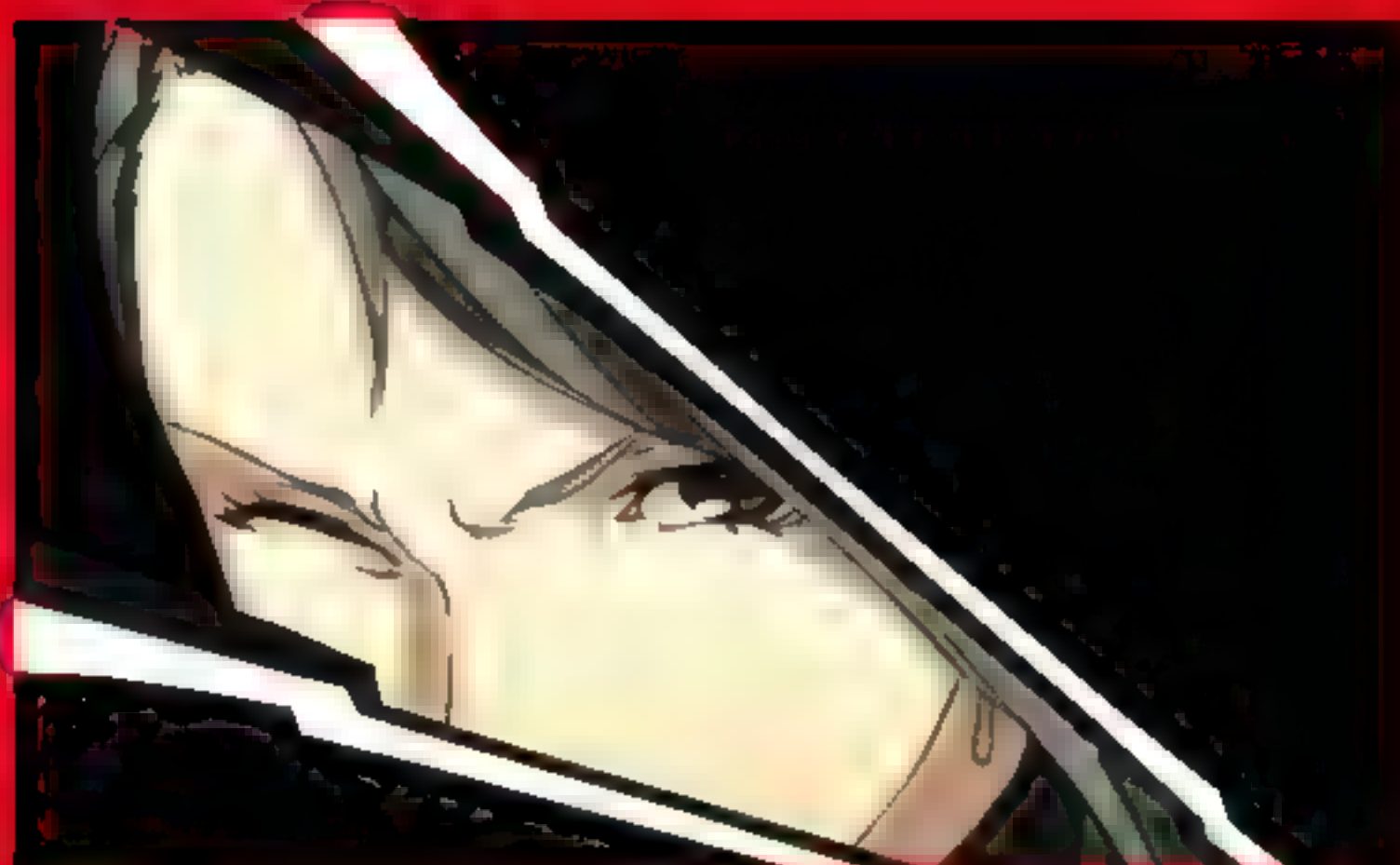
After Detection



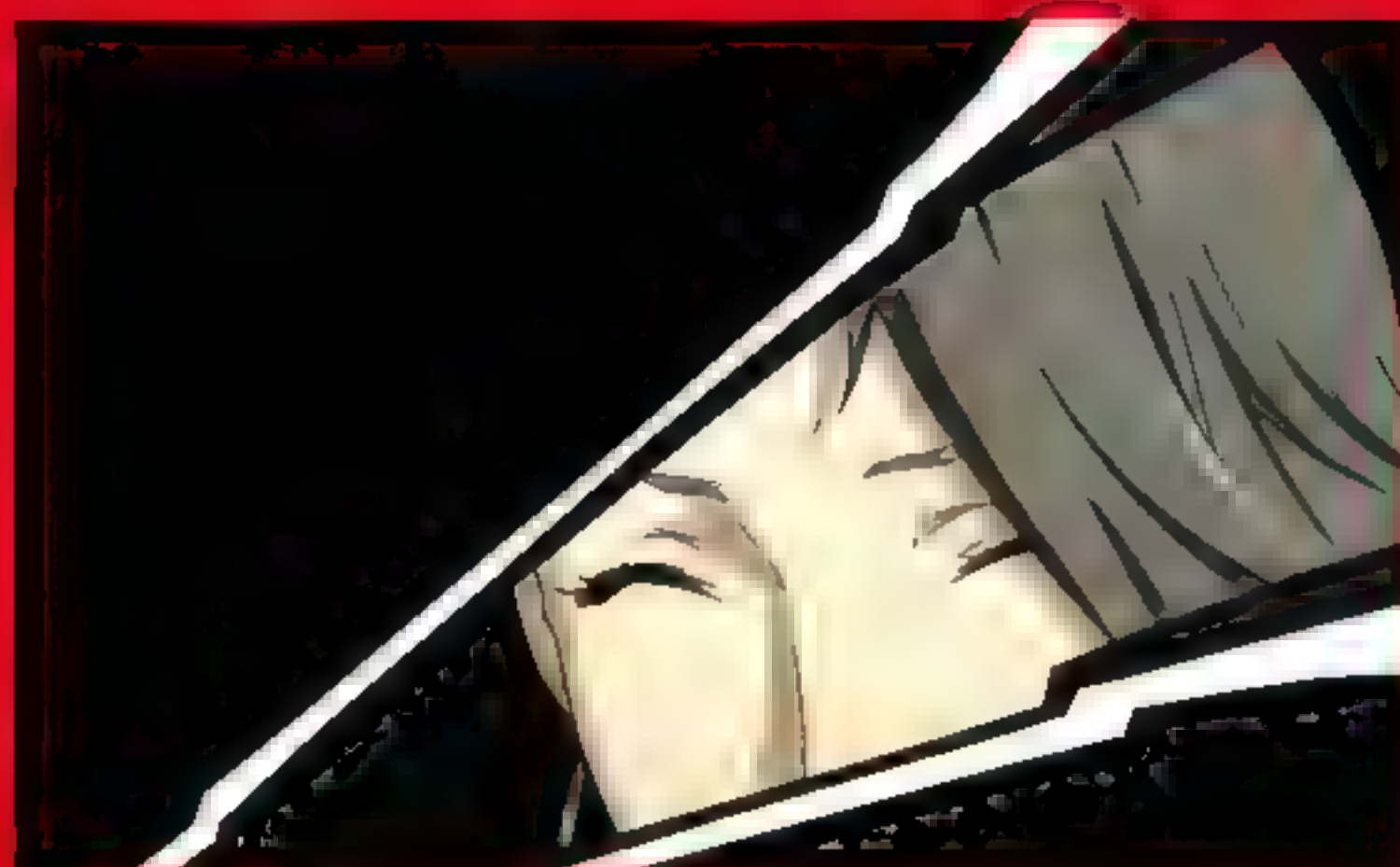
## Cut-in



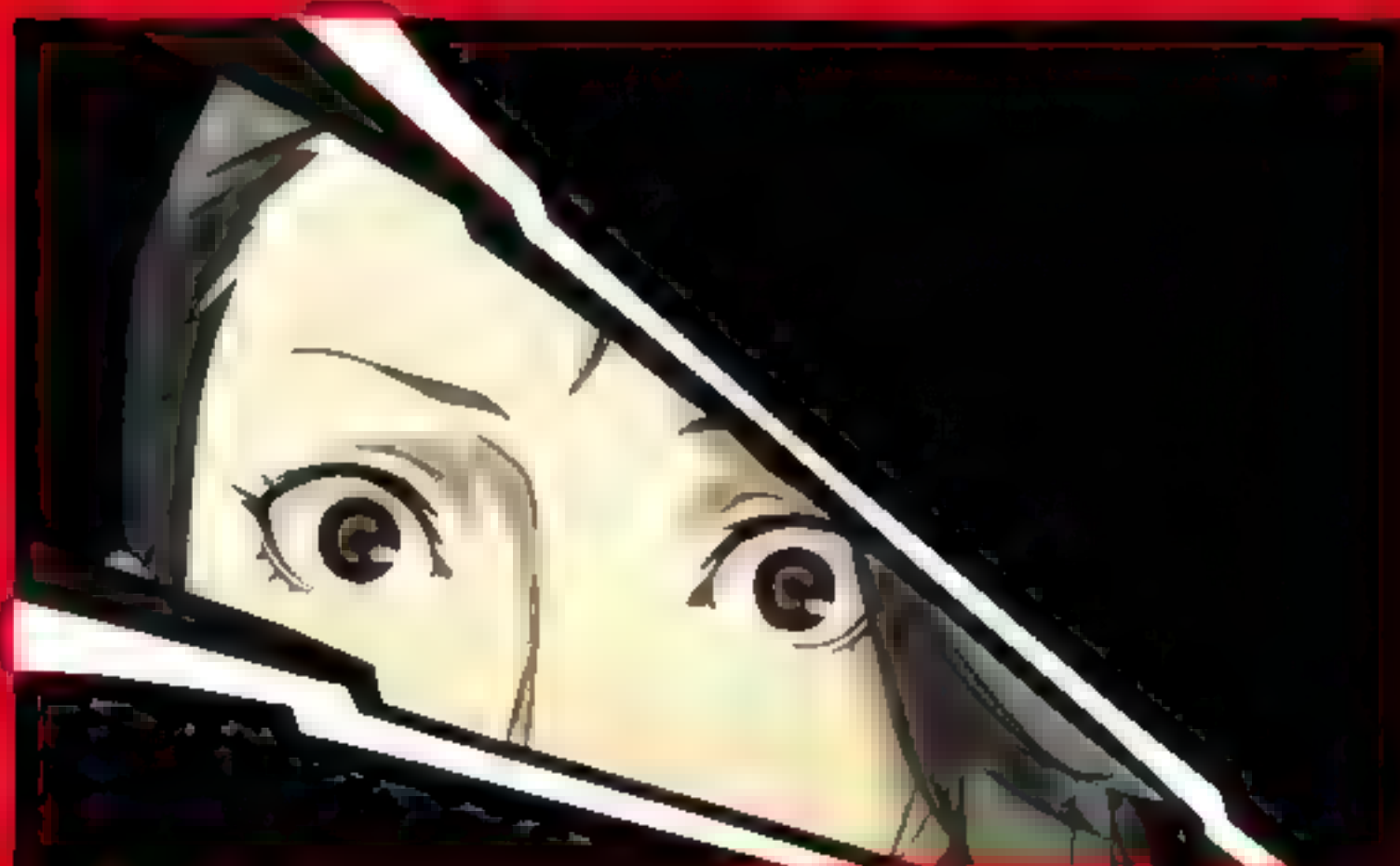
Scheming



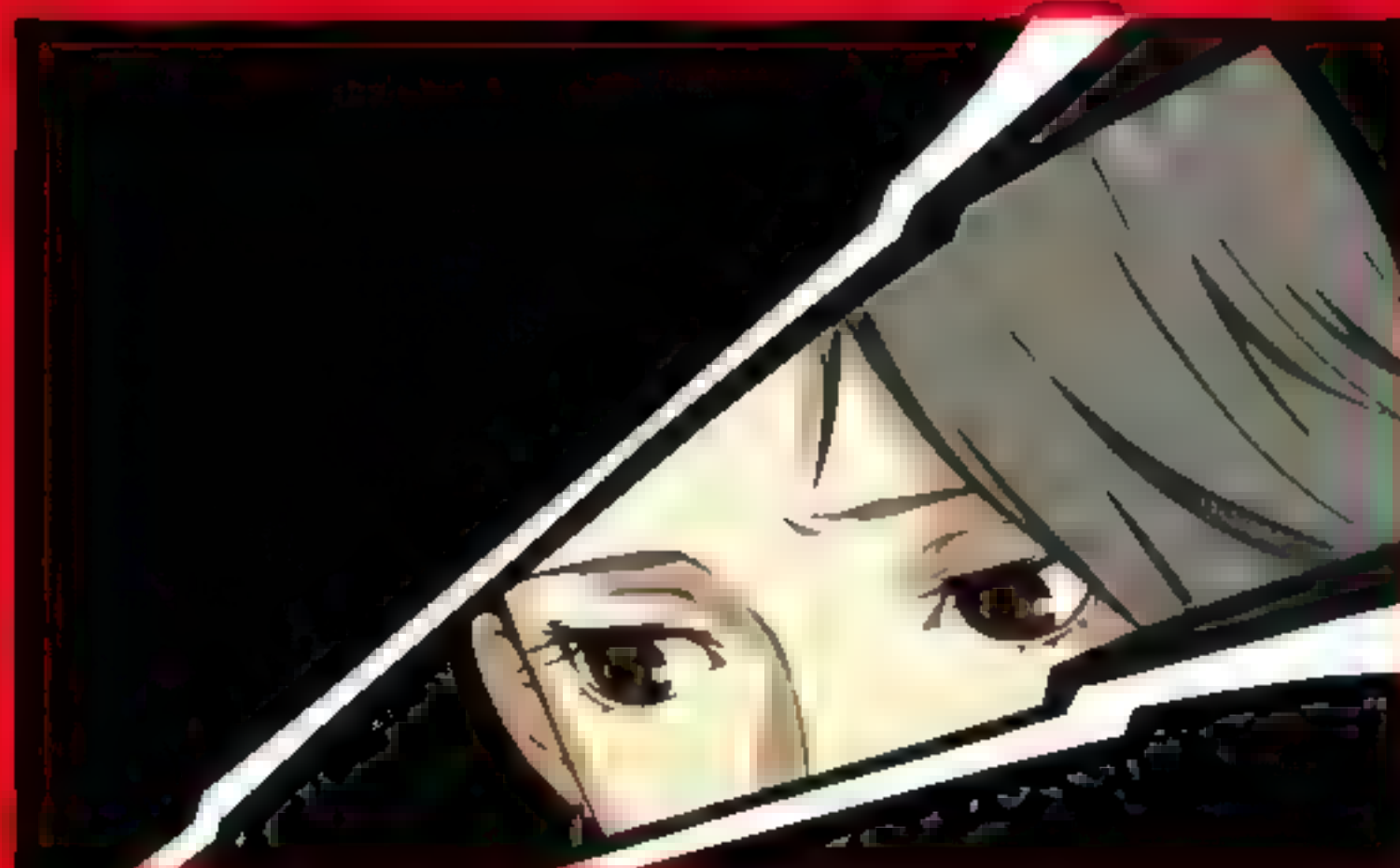
Pained



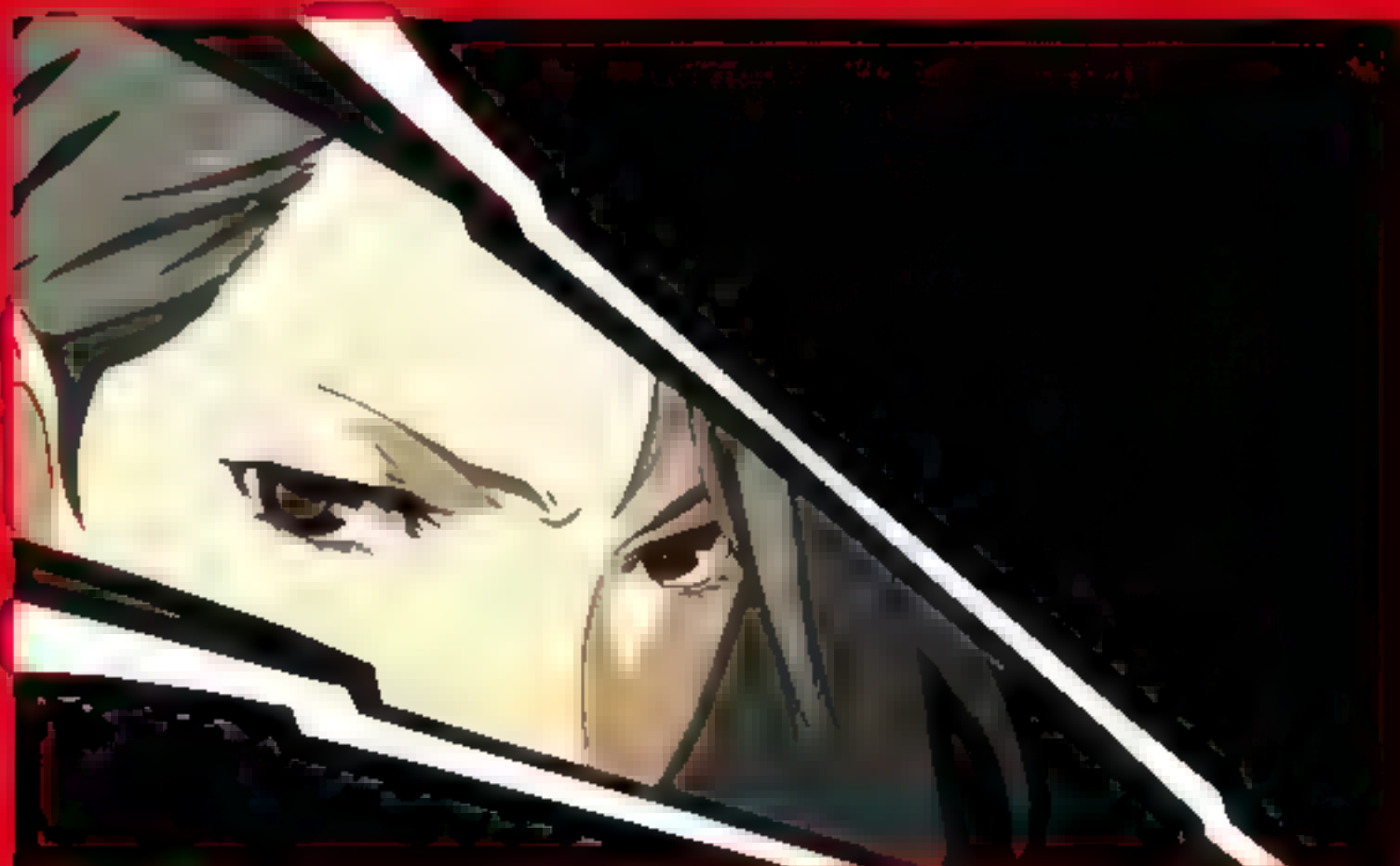
Shy



Surprised



Somber



Suspicious



Mad



## Cut-in (Cognitive world)



Scherwin

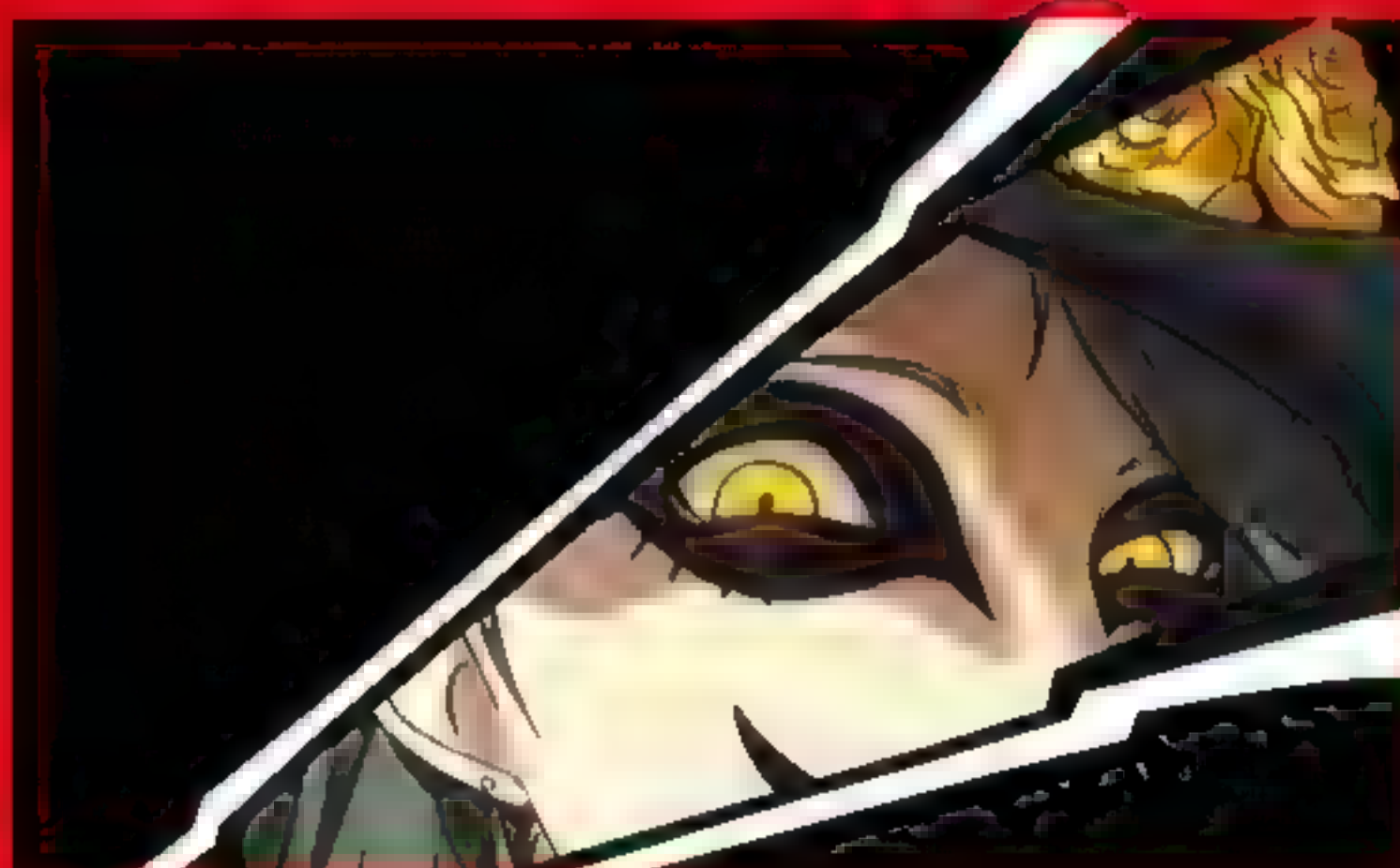


Mad

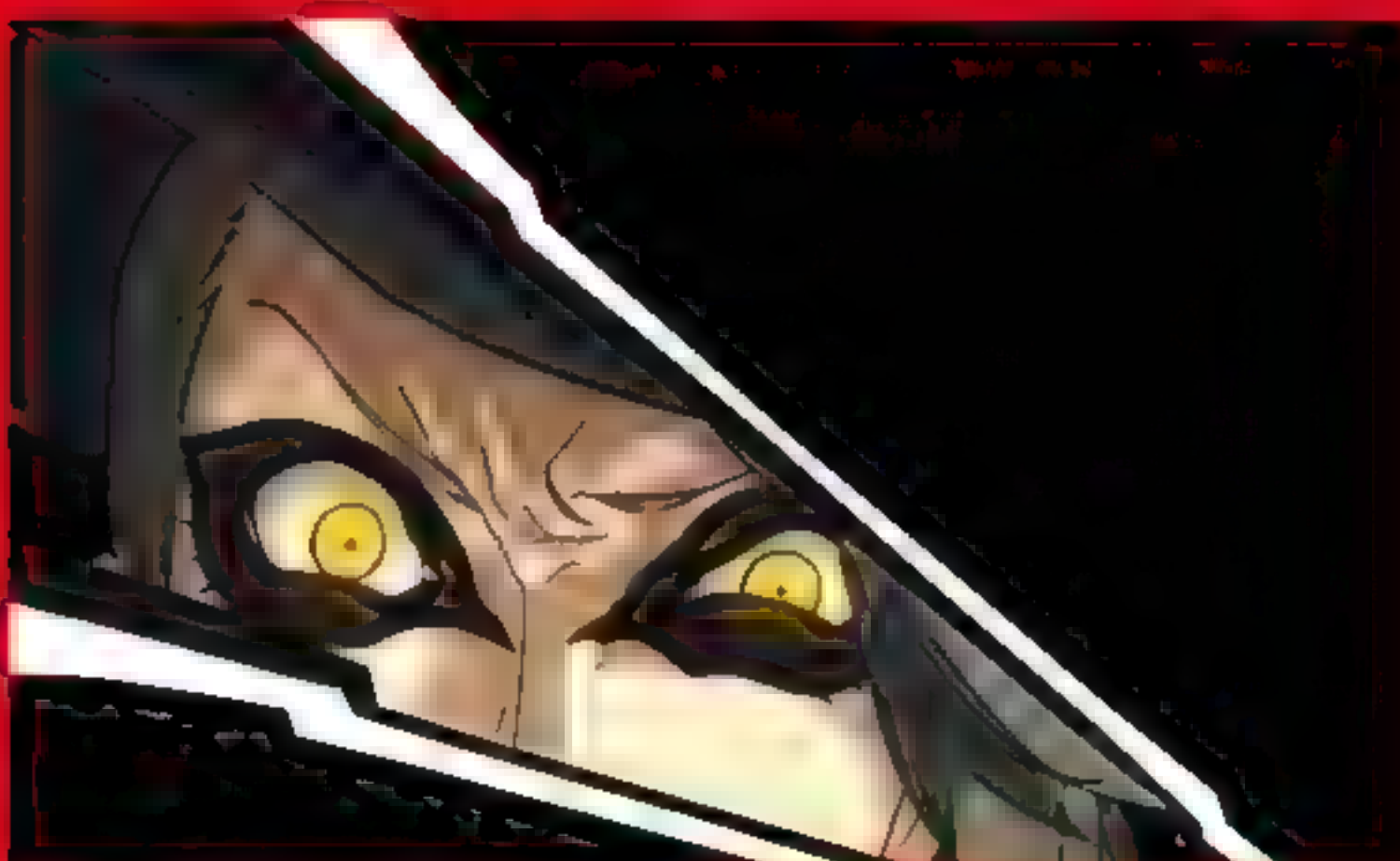
## Cut-in (Shadow)



Borrowed



Scherwin



Mad

## Confidant Screen







# Suguru Kamoshida

JP: Yuji Mitsuya

Shujin Academy's physical education teacher and volleyball coach. An alumnus of the school who until a few years ago, was a first-rate volleyball player with the distinguished honor of having been an Olympic medalist. Due to the dramatic boost he gave to the academy's popularity and his influential voice in the Athletics Federation, he wields tremendous authority within the school. He takes advantage of this to abuse his students as he desires, treating them as little more than slaves.

## Initial Image



### Creator's Comment

Kamoshida is tall and has a good physique; he's the kind of guy you'd have trouble beating if you fought him empty-handed. We tried to emphasize that sort of strong physicality in his design. For the still nearly powerless protagonist and friends, this big, strong man serves as their first opponent. What's more, he has many supporters and great influence within the school. The protagonist's group are the only ones who can—and must—take him on. We wanted to make the player aware of that.

In this game, one of the fun elements is uncovering your enemy's true nature, and seeing the difference between the boss characters' nice, public facades and their Palace forms. With that in mind, we tried to design most of the villains, Kamoshida included, so that they didn't seem like such bad people at first glance. To satisfy his own desires and ego, he mistreats his student. That behavior continues to escalate, until, without realizing it, he becomes twisted and warped. We designed him so the player would have a sense of fear at that notion.

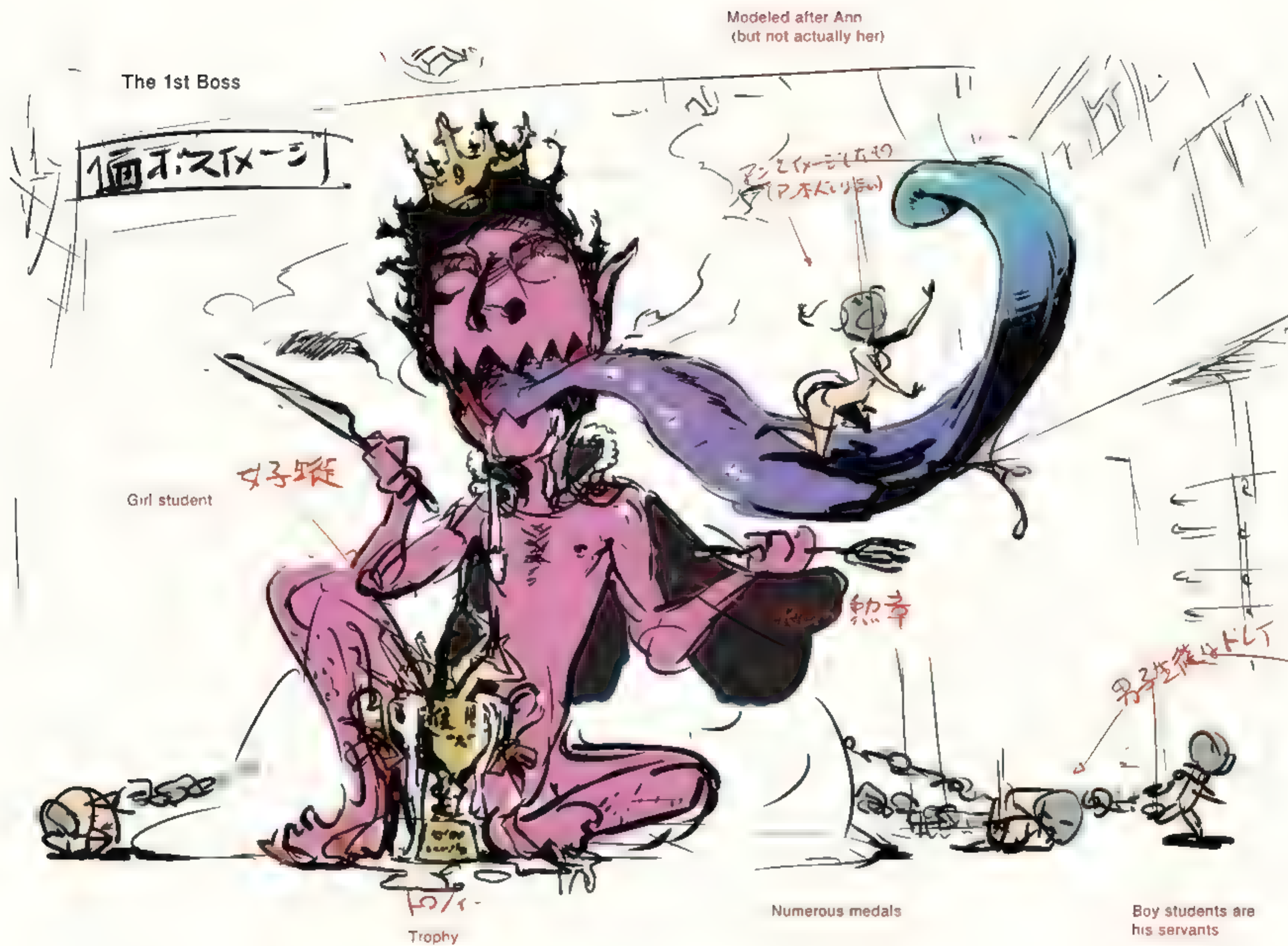








■ Suguru Amodeusu Kamoshida



### Creator's Comment

**Kamoshida's true form**, a design that emphasizes all his ugliness, vulgarity, and general repulsiveness. For this image, the cognitive world has caused his body to shrivel away, and in its place is his true character, a bloated, swollen figure. It's a form in which he has given himself over entirely to his desires.



# Concept Art

■ Suguru Kamoshida

The 1st Dungeon  
Concept Art

1st 42302  
x x x x x - 2



体育  
教師

PE Teacher

家畜  
生徒  
Tx-2

Students depicted  
like livestock



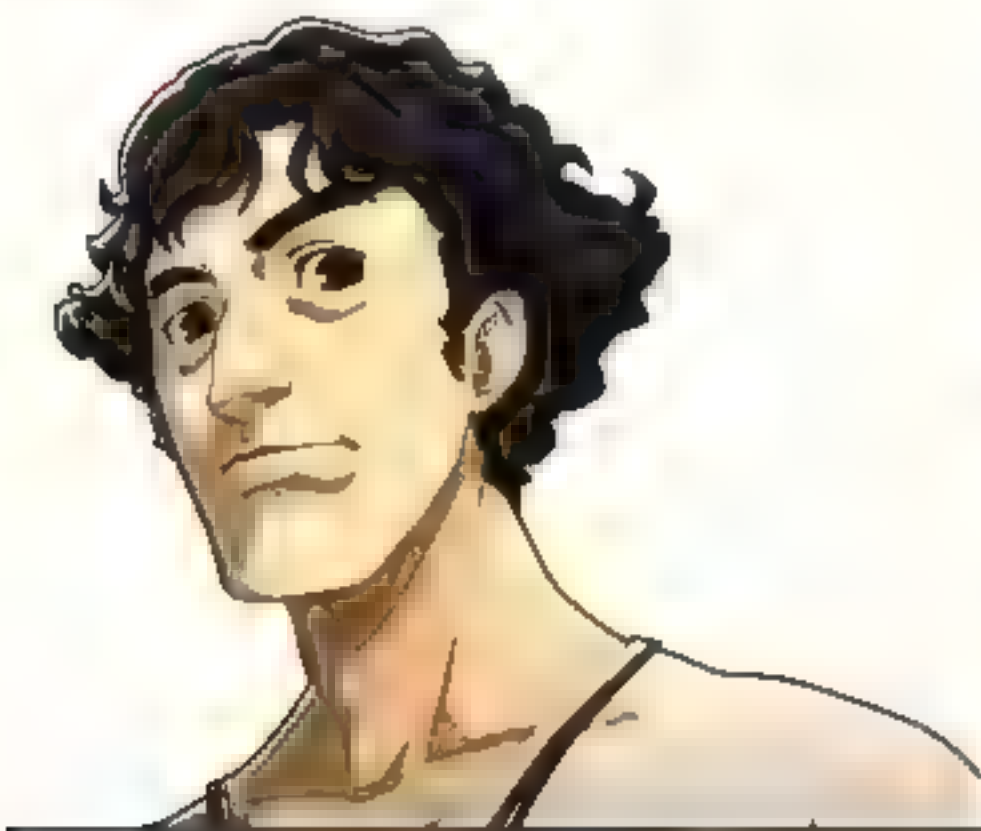
Creator's Comment

This was the first design for Kamoshida, one with a totally hopeless vibe. As you might expect from looking at it, it kind of makes you want to punish him even before dealing with his Palace and all that. Plus, he really didn't look as though he had much in the way of popularity or supporters, you know? Originally, he just seemed like a bit of a pushover, so we made some large-scale changes to our approach.

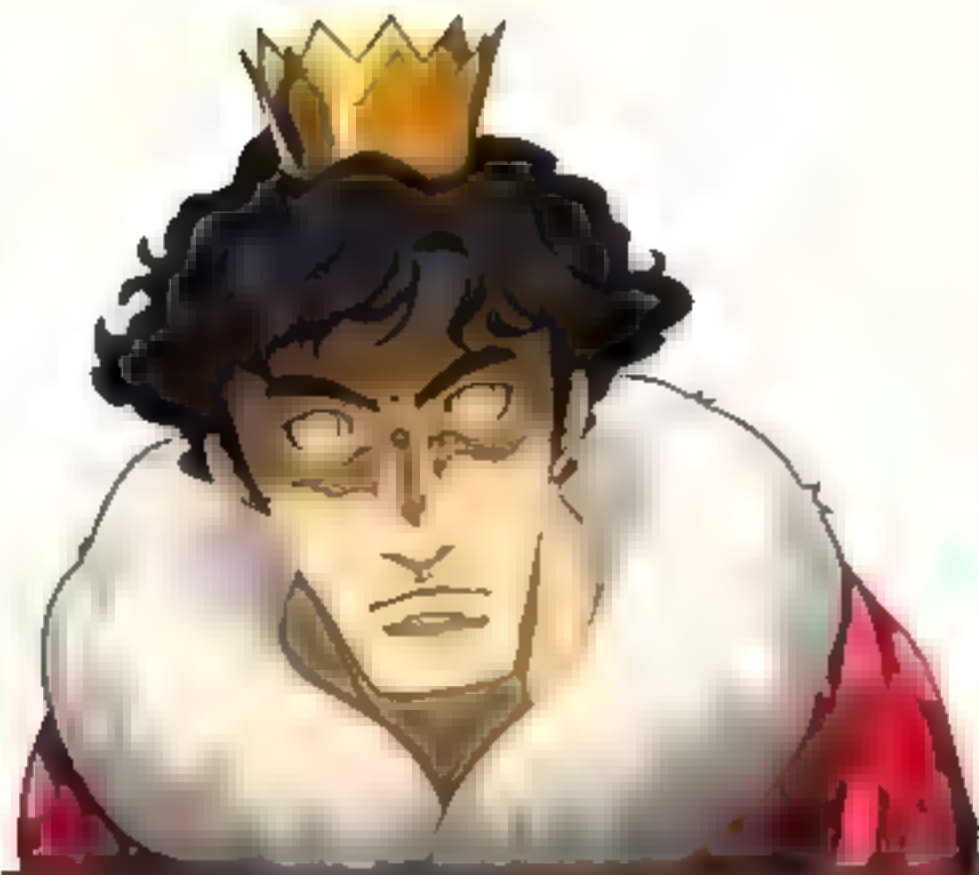


# Close-up

■ Normal



Casual Clothes



Shadow

■ Smiling

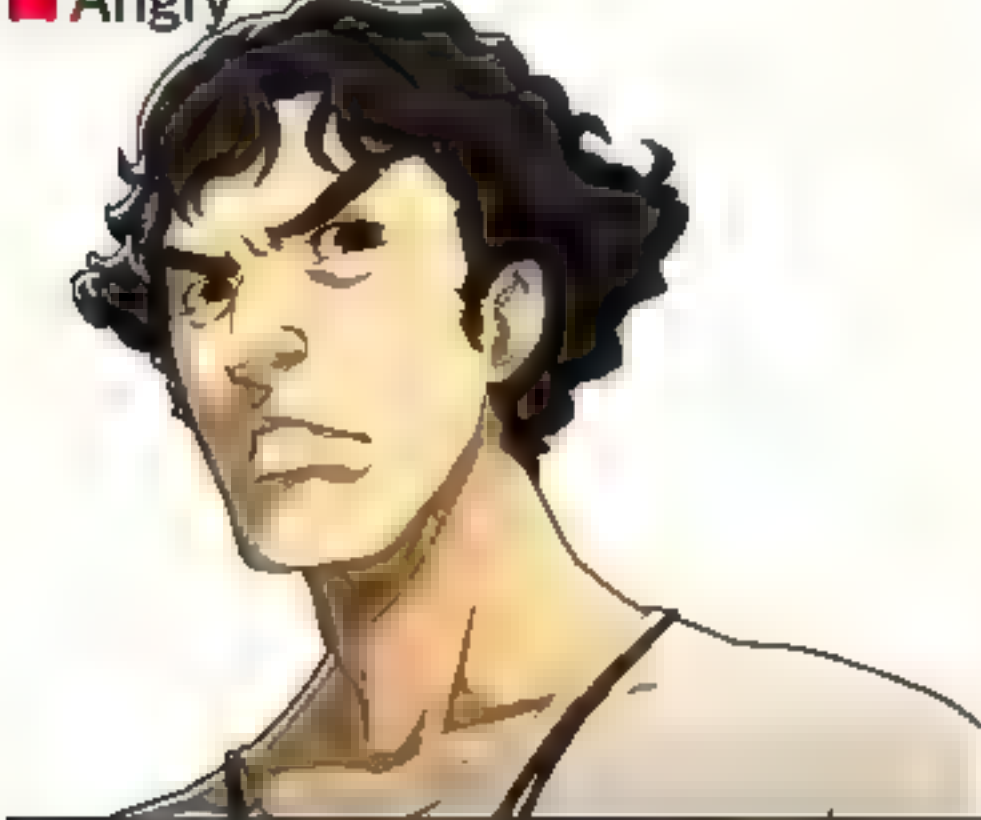


Casual Clothes



Shadow

■ Angry



Casual Clothes



Shadow



■ Sad



Casual Clothes



Shadow

■ Surprised



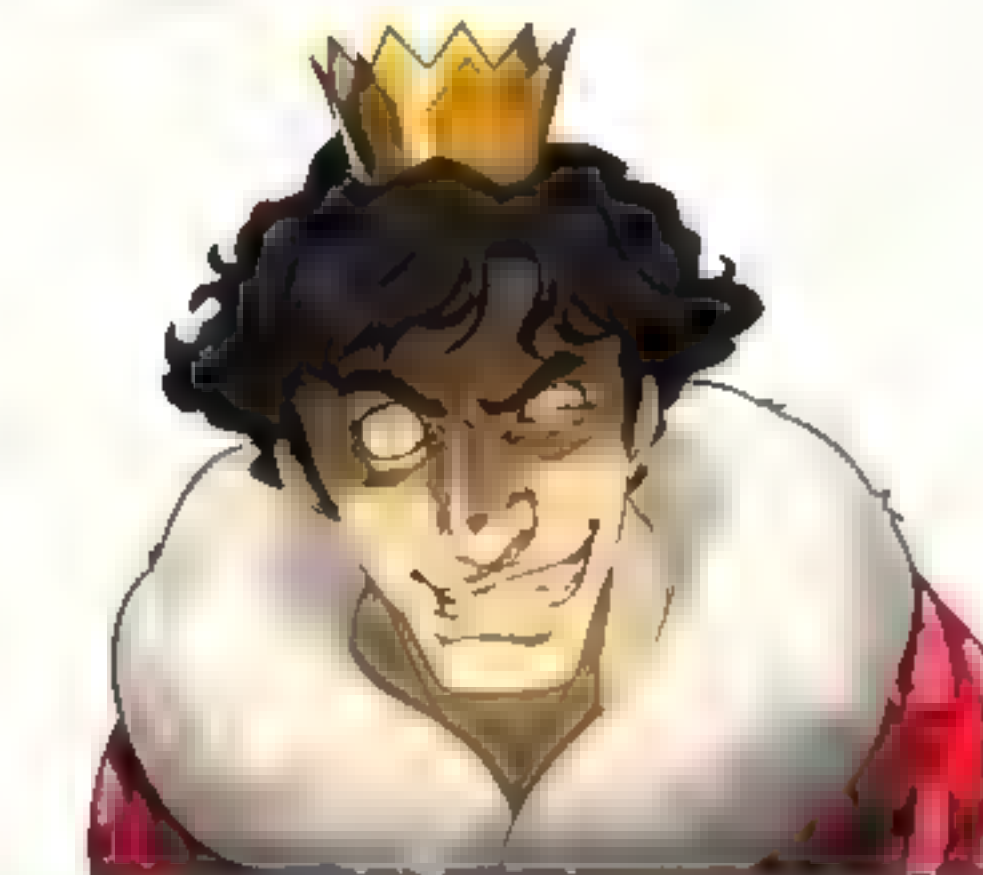
Casual Clothes

■ Sleazy Smile



Shadow

■ Huge Grin



Shadow

## Security Level Meter



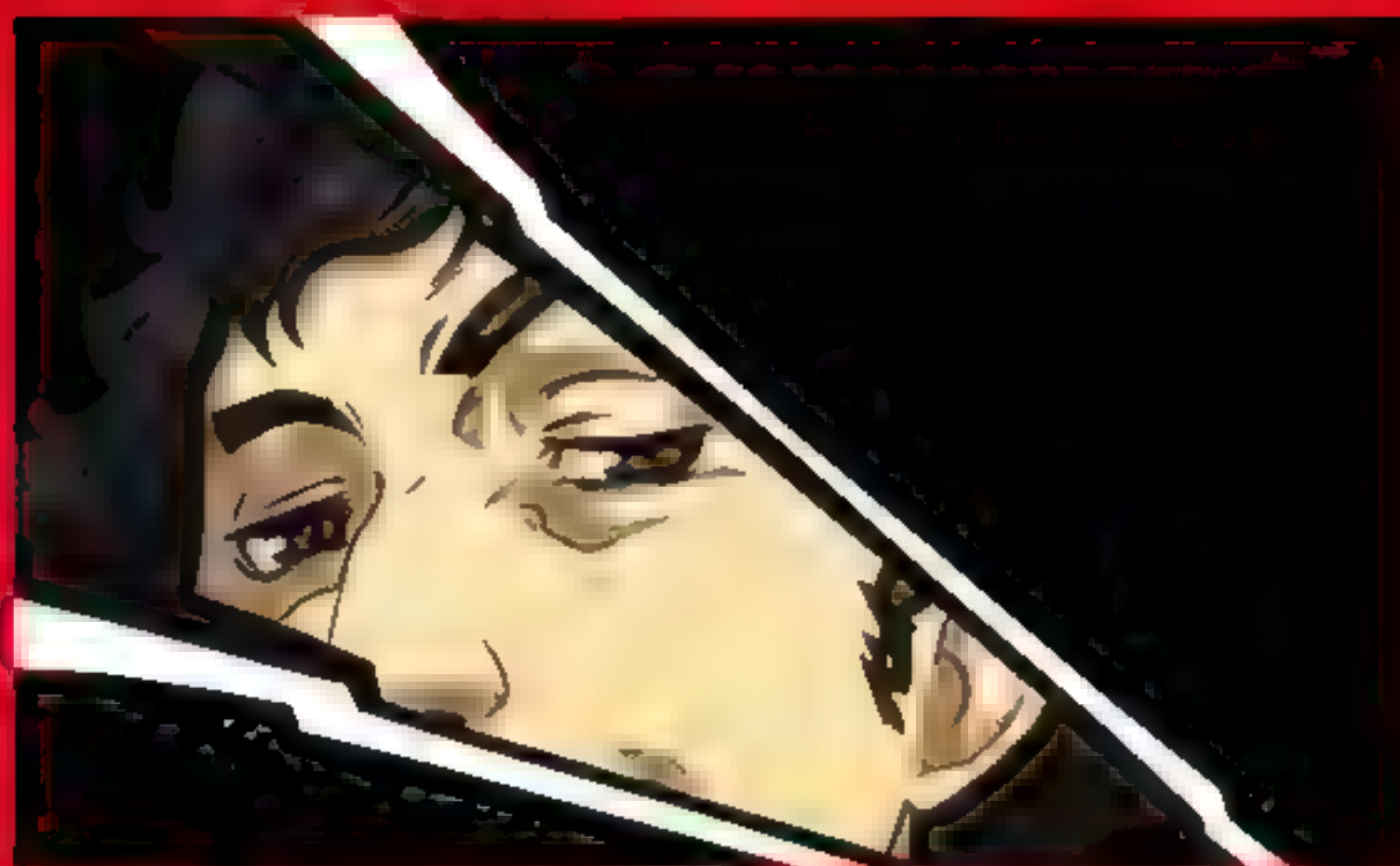
Before Detection



After Detection



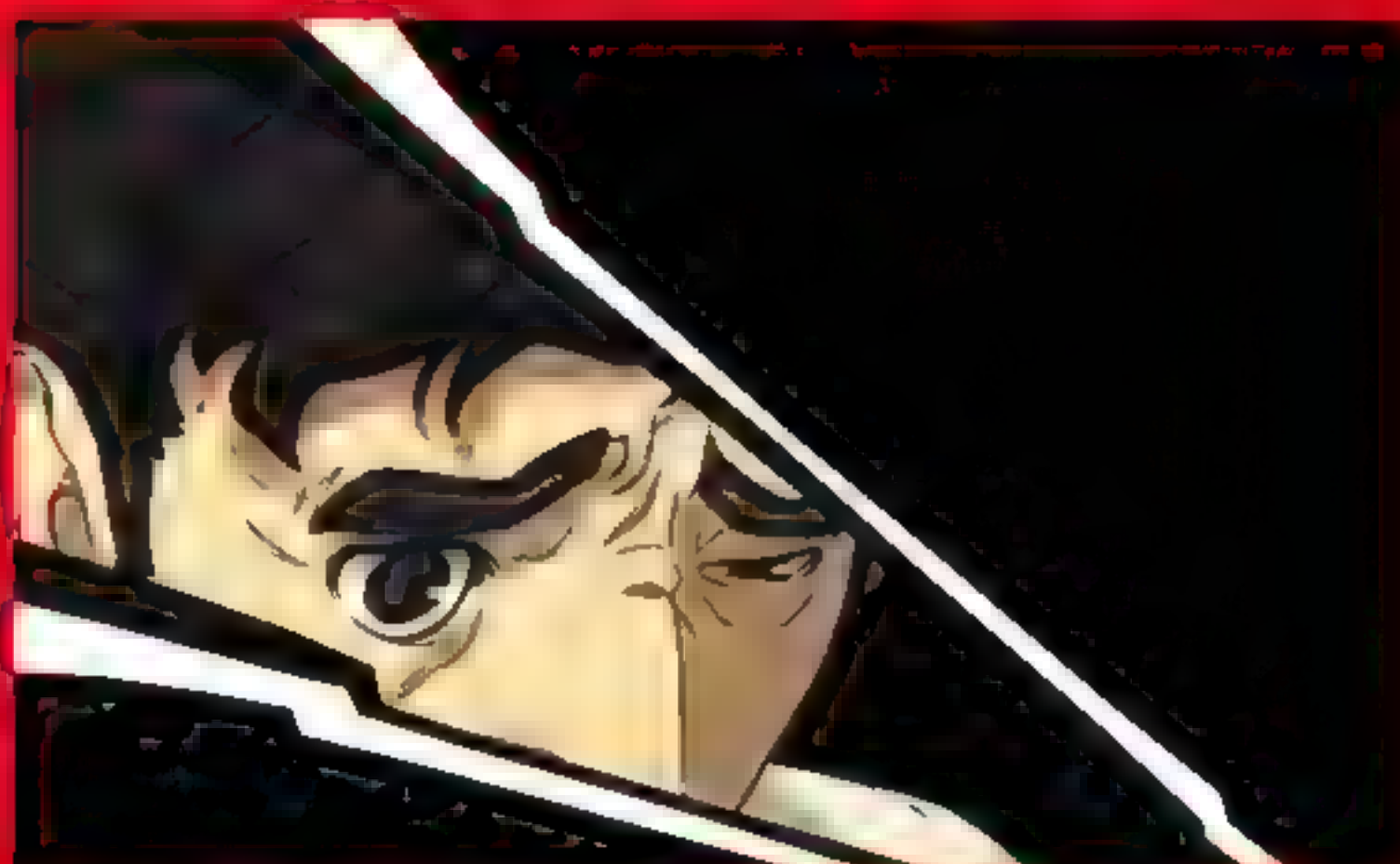
## Cut-in



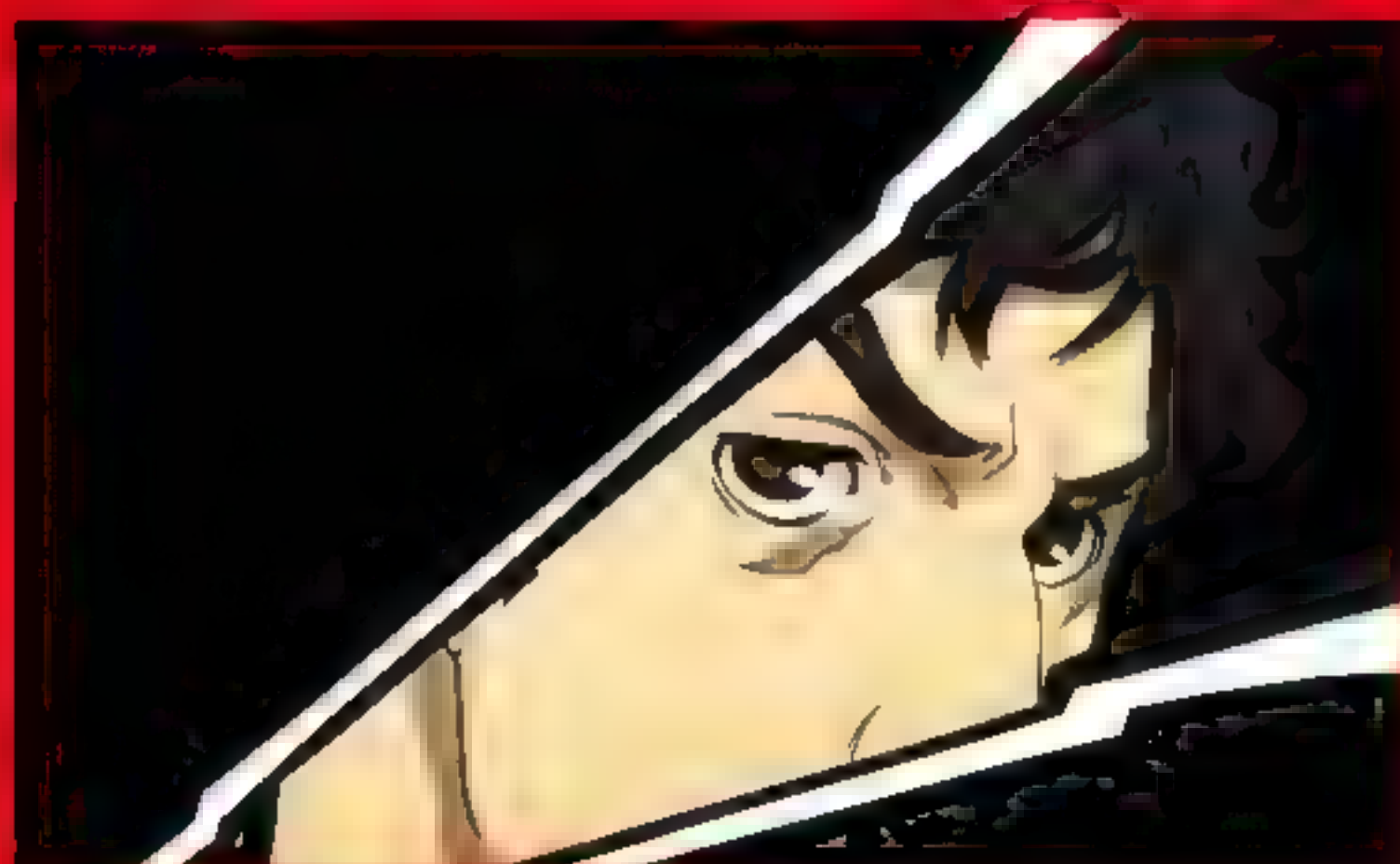
Scheming



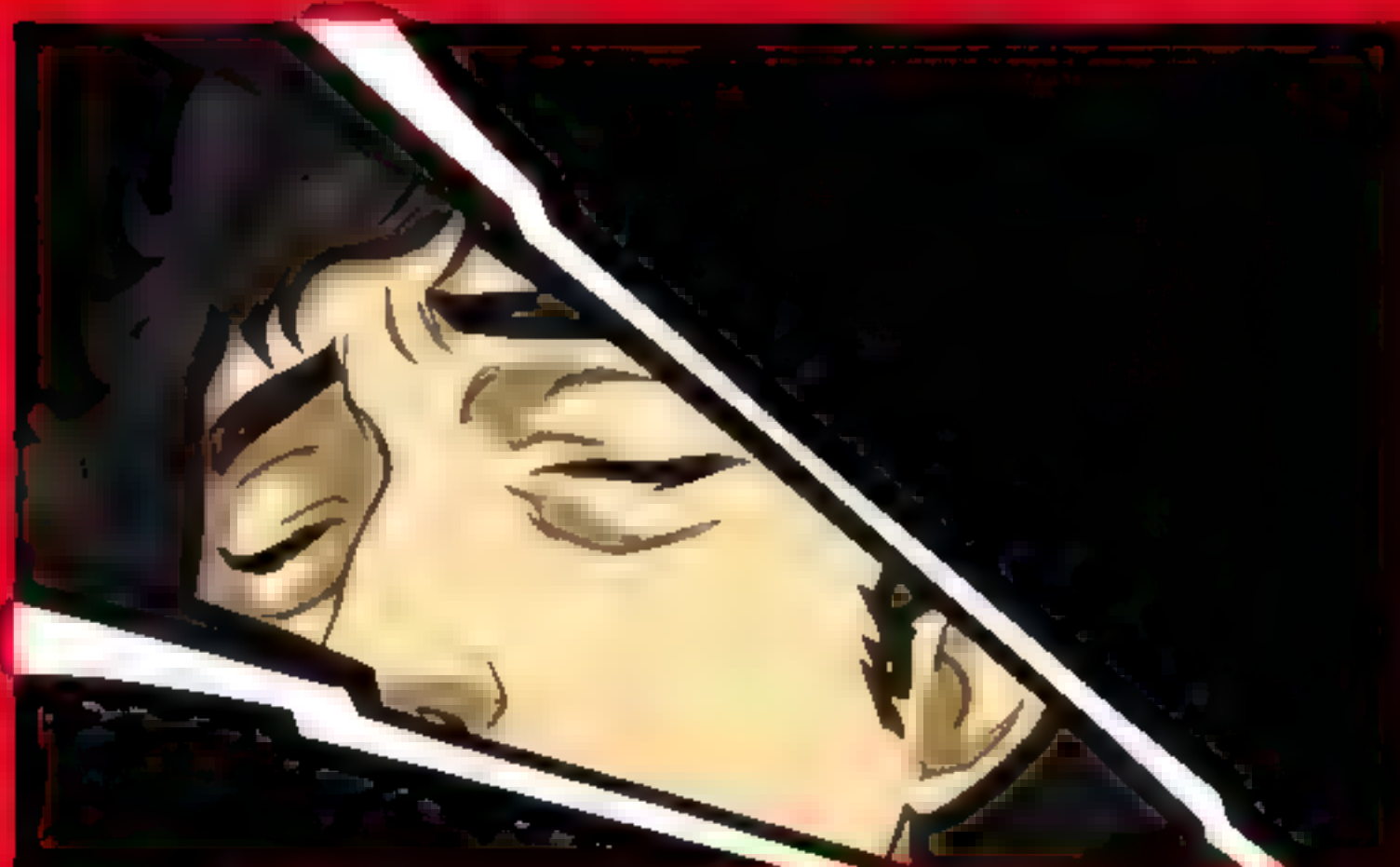
Joyful



Pained



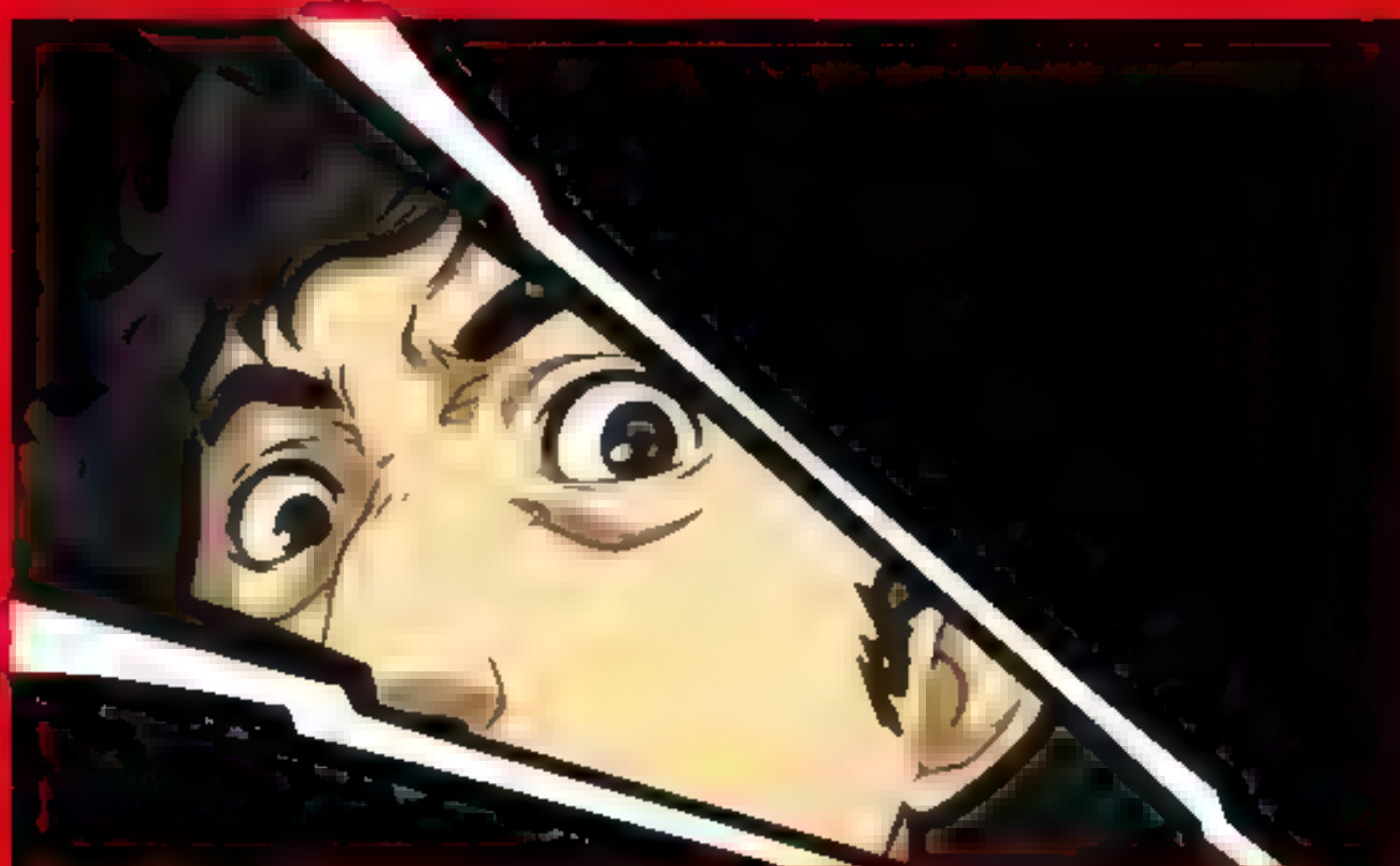
Shocked



Sorrowful



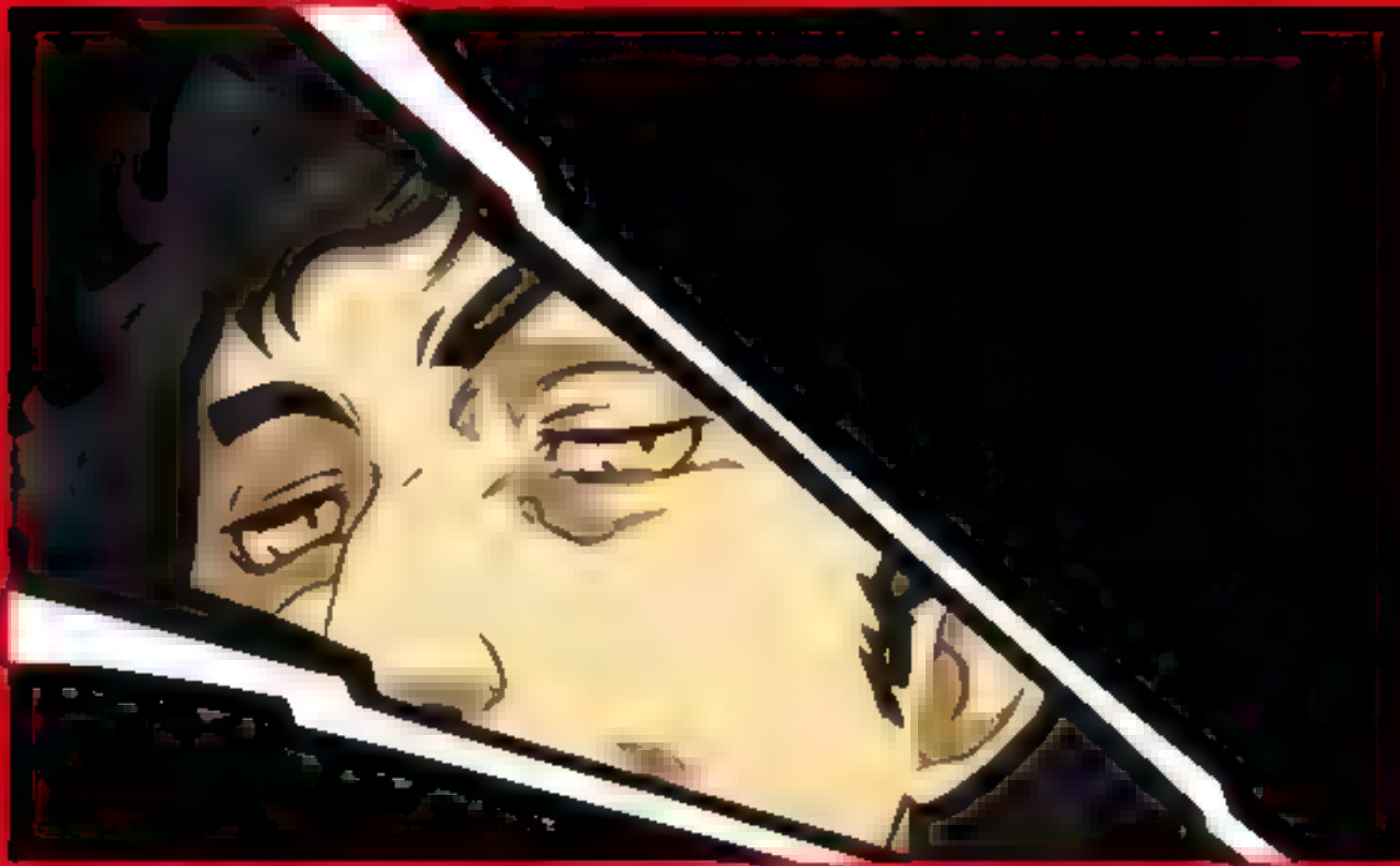
Mad



Surprised



## Cut-in (Cognitive world)

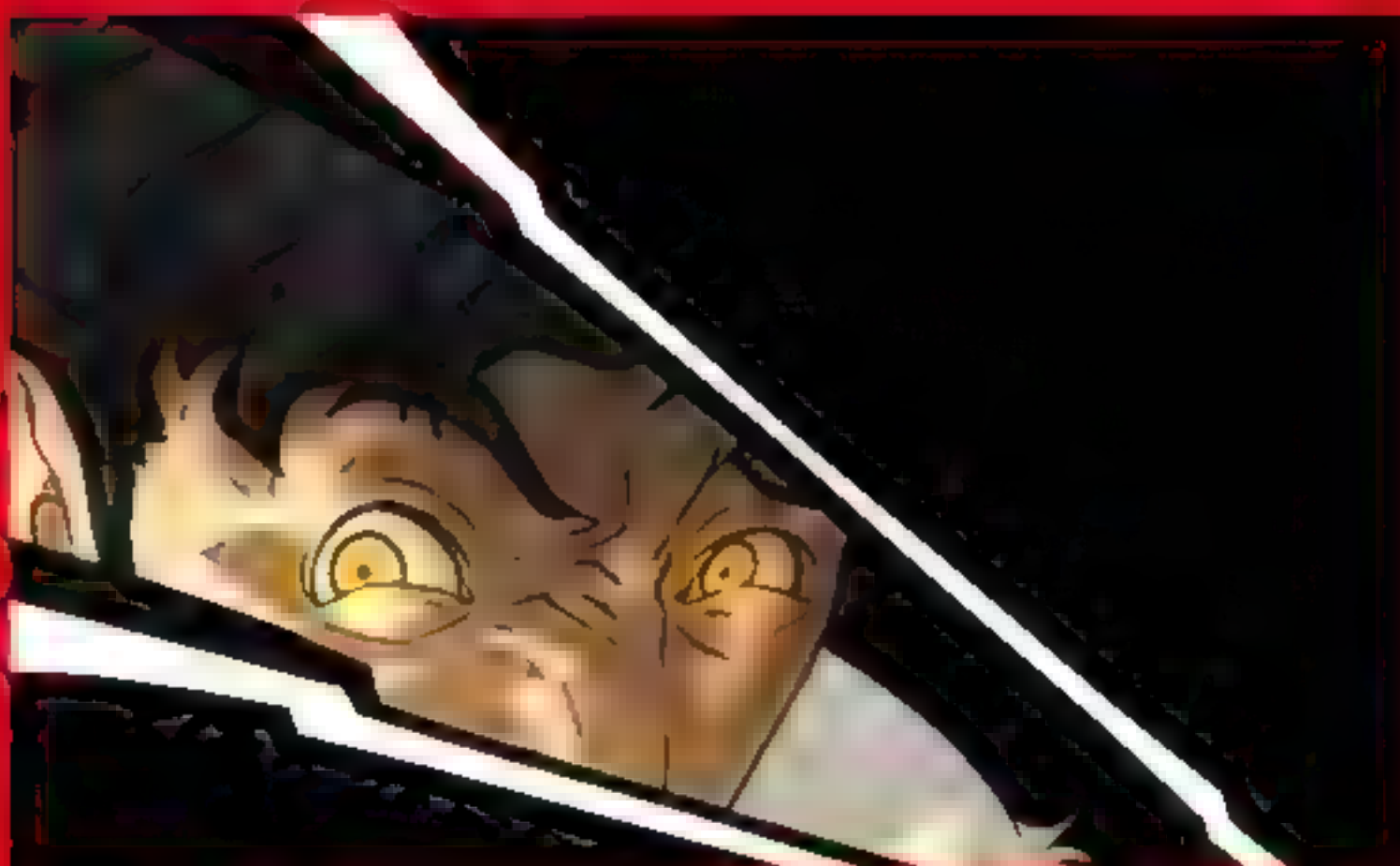


Scheming

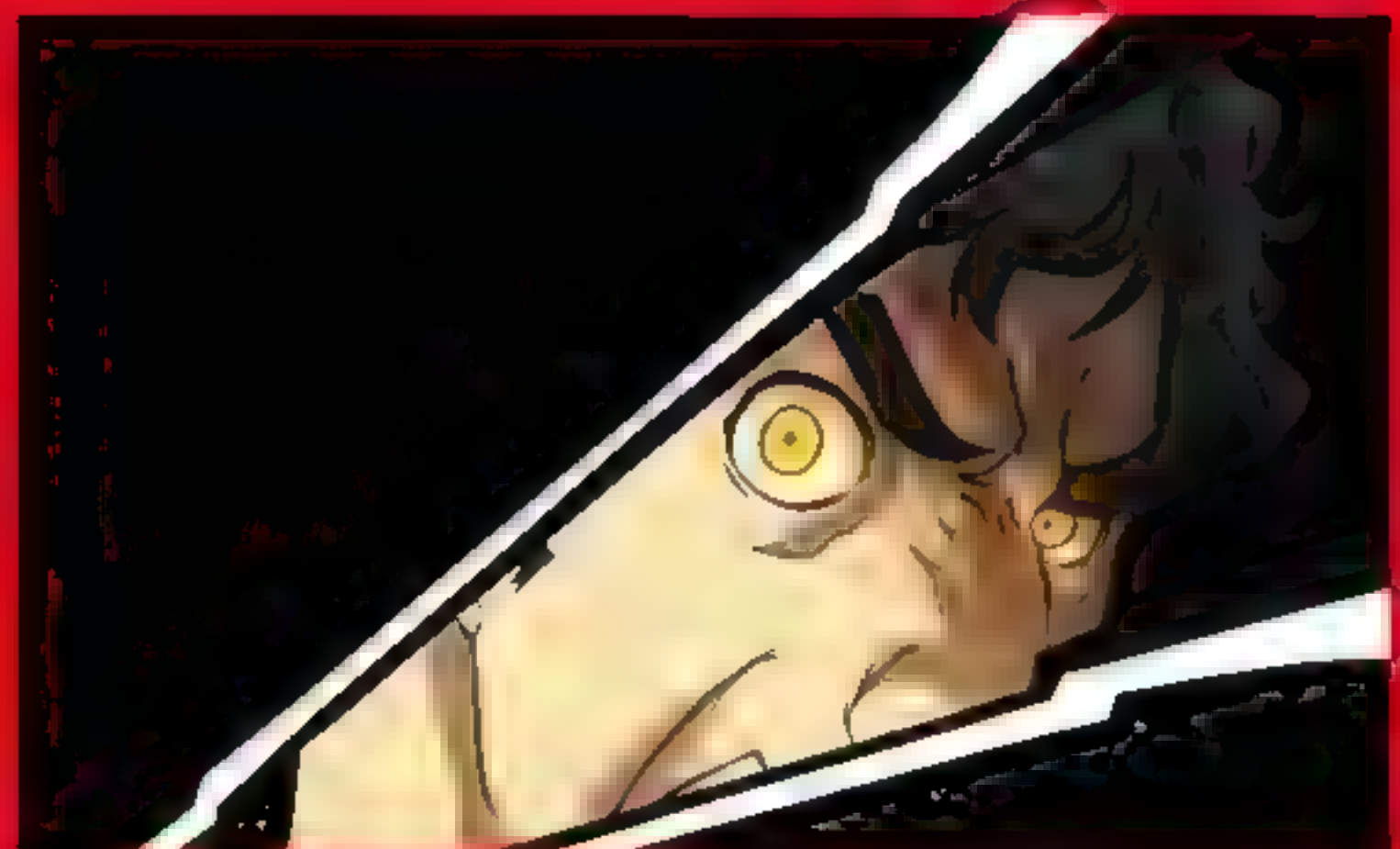


Mad

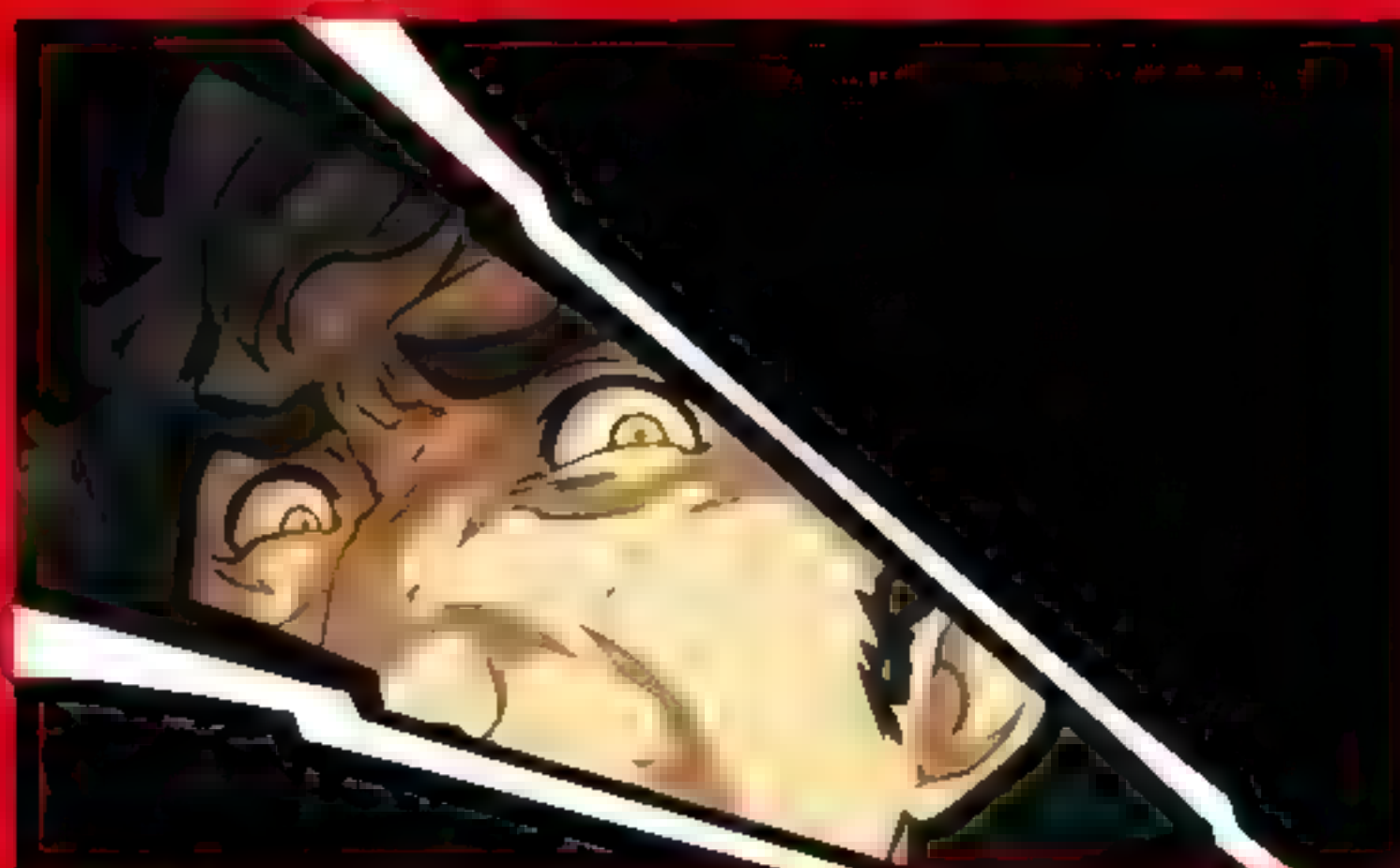
## Cut-in (Shadow)



Scheming



Mad



Sorrowful





# ANTA CONCEPT

## Ichiryusai Madarame

JP: Yukitoshi Horie

A master Japanese painter. His style encompasses many things, and his greatest masterpiece is called "Sayuri." He raised the orphaned Yusuke from a young age as his apprentice. On the surface, he seems like a man who embraces a quiet, humble life, living in a simple home. But beneath the facade, he steals ideas from his pupils and makes them his own, expelling from the art world those who are creatively exhausted or who dare disobey him. In this inhuman fashion, he preys upon children with no other family. What's more, he's also involved in the illegal practice of selling counterfeit paintings.

## Initial Image



### Creator's Comment

He isn't the kind of stoic artist who constantly tries to push his medium forward, the kind who doesn't appear much in the media. Rather, he's the type of quasi-celebrity who shows up on TV all the time, enough that viewers end up wondering, "What is this guy's actual job?" So, instead of designing him as an artist, we tried to make him the kind of character who sells himself on his personality. It's part of his gimmick that he wears those clothes and has that hairstyle, all to lend appeal to his image as an "artist." Overall, we tried to produce a shady-looking character with that sort of vibe.

The team designer went all-out when designing Shadow Madarame, so that's why he ended up looking the way he does!





時代の大衆





## Museum's Boss

## ■ Ichiryusai Azazel madarame

Big but empty house  
Frames come flying at  
the player.

Every frame has  
money in it.

額の中は  
金しるれ



## Concept Art

## ■ Ichiryusai Madarame





# Close-up

■ Normal

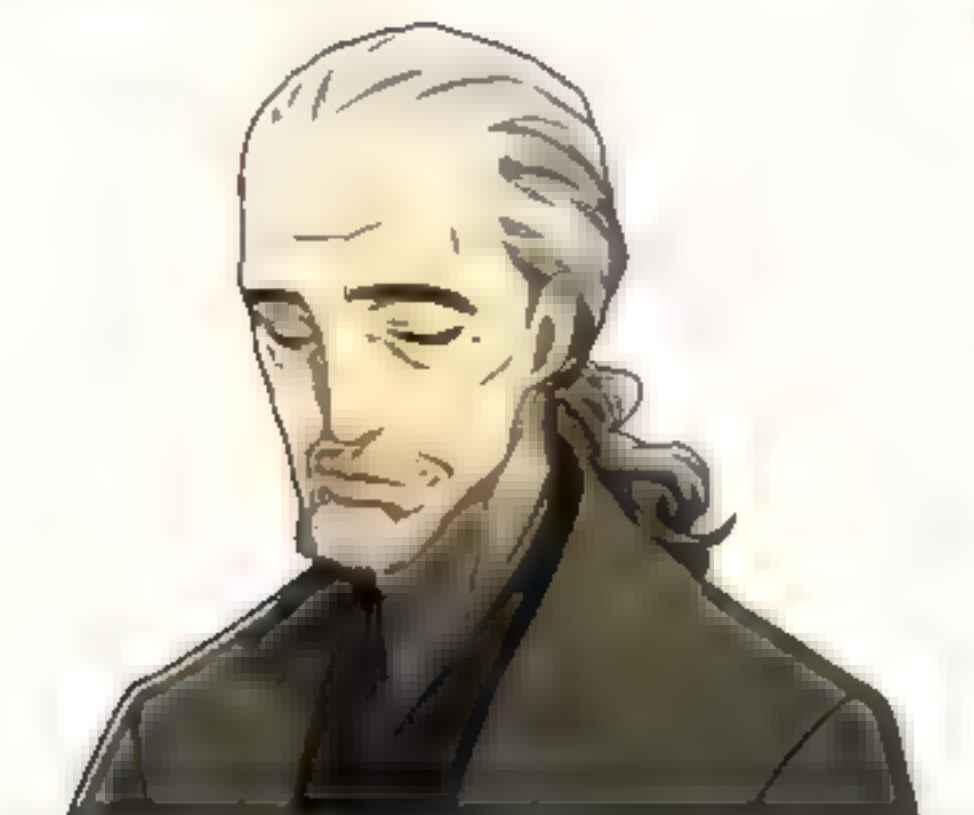


Casual Clothes



Shadow

■ Smiling

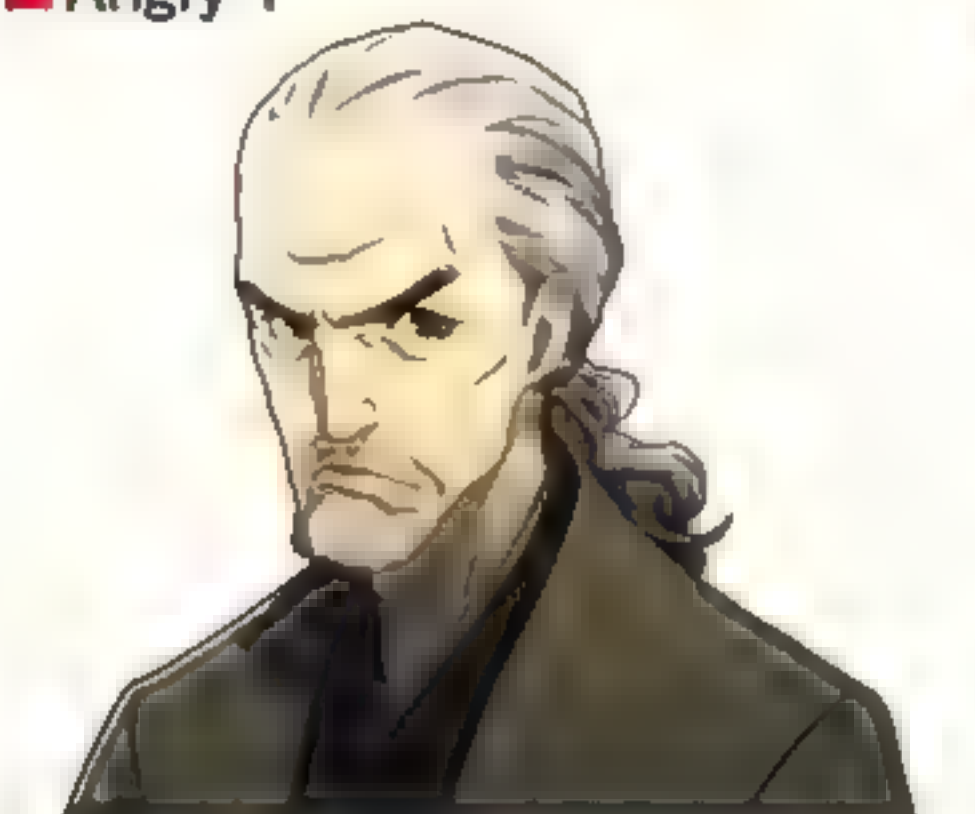


Casual Clothes



Shadow

■ Angry 1



Casual Clothes



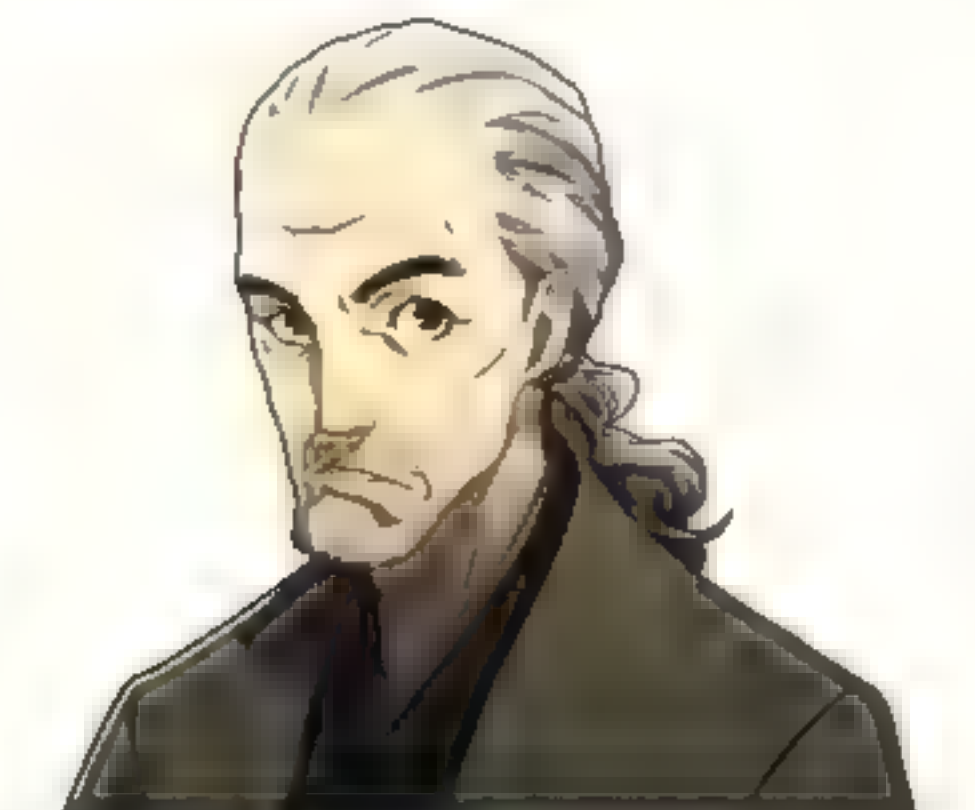
Shadow

■ Sad



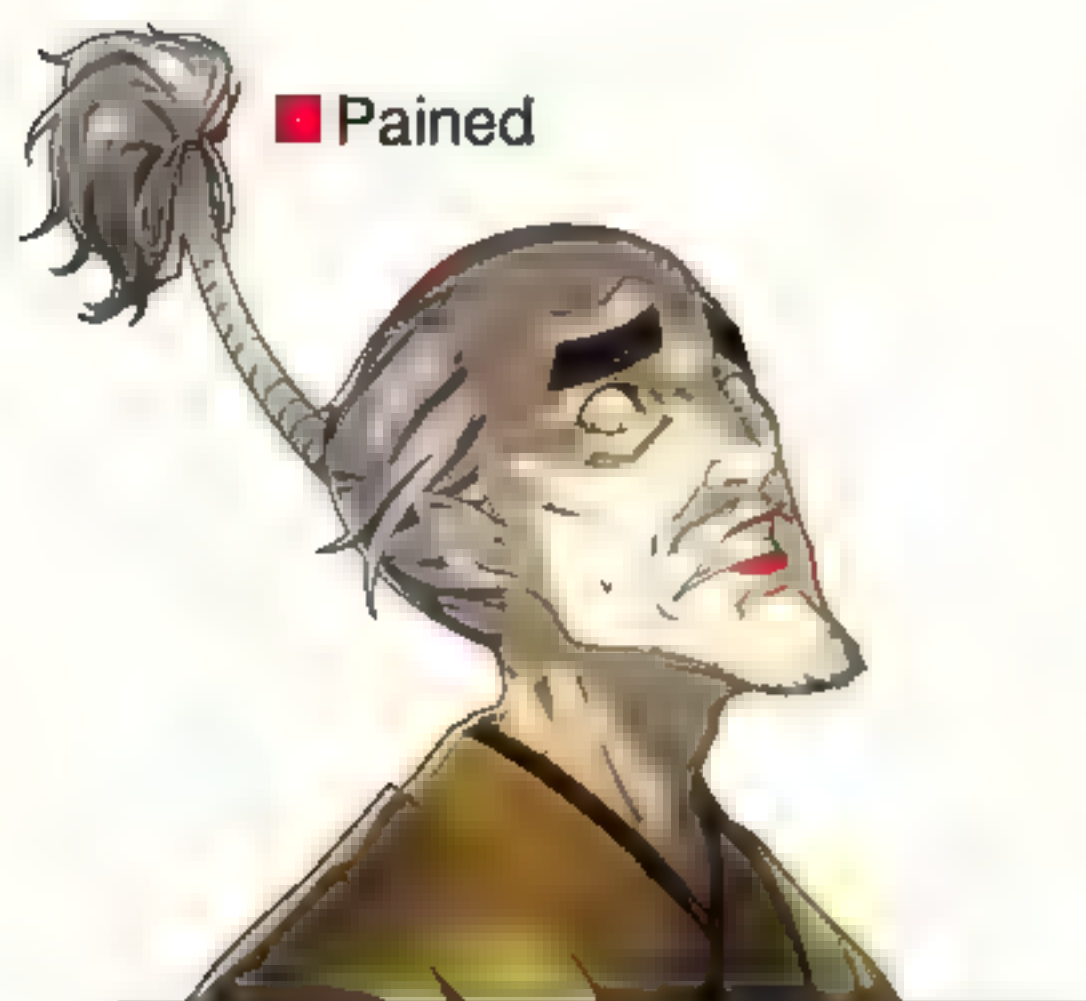
Casual Clothes

■ Surprised



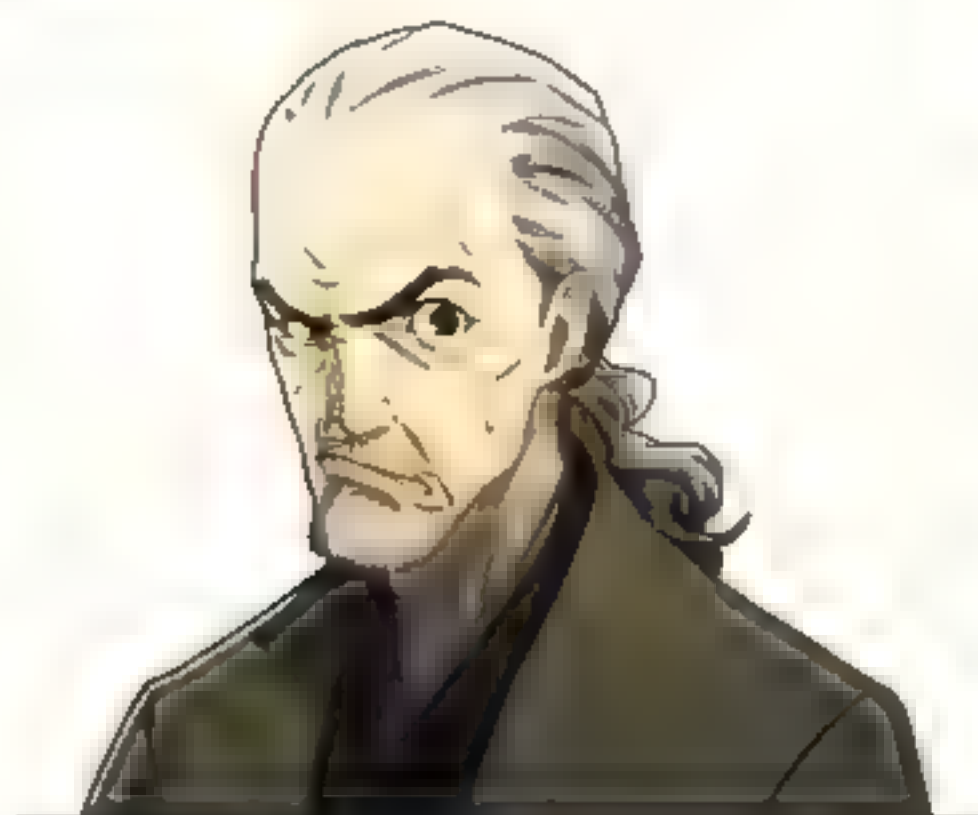
Casual Clothes



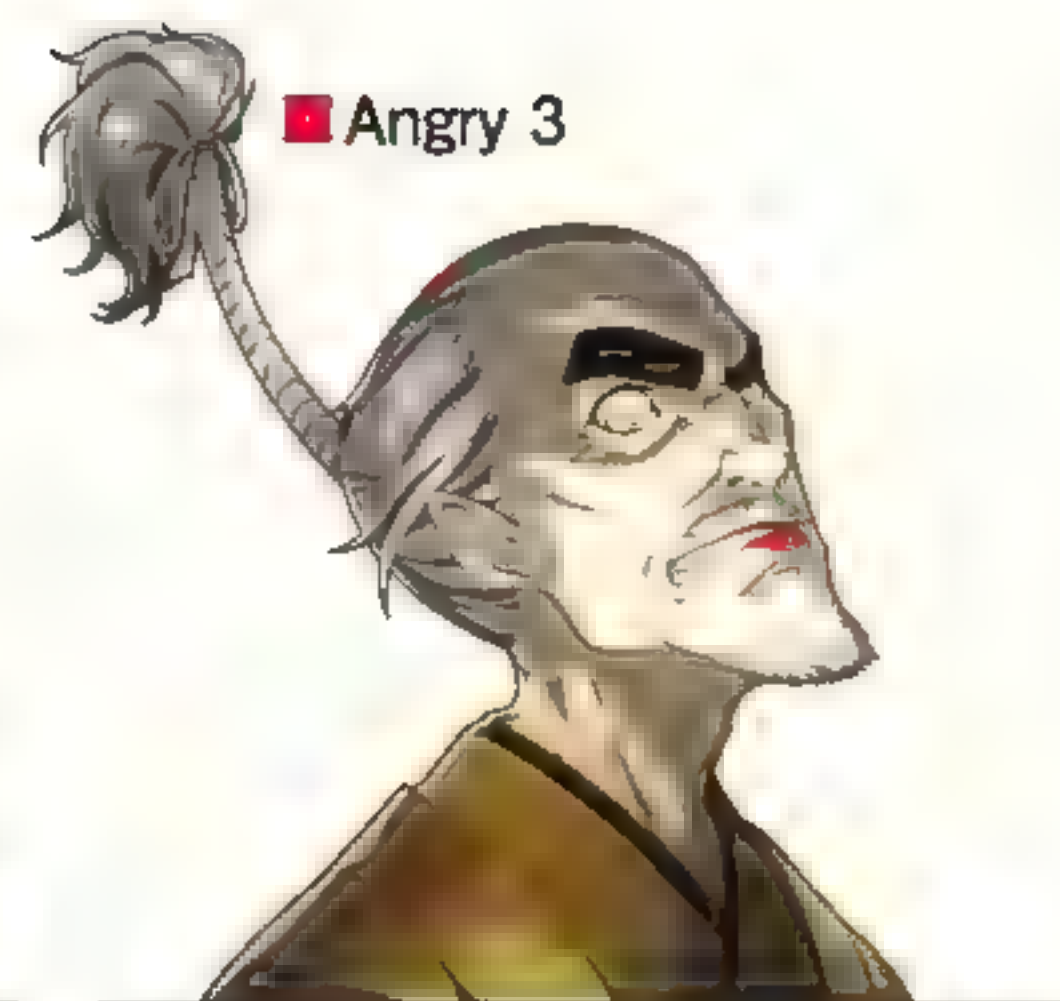


Shadow

■ Angry 2



Casual Clothes



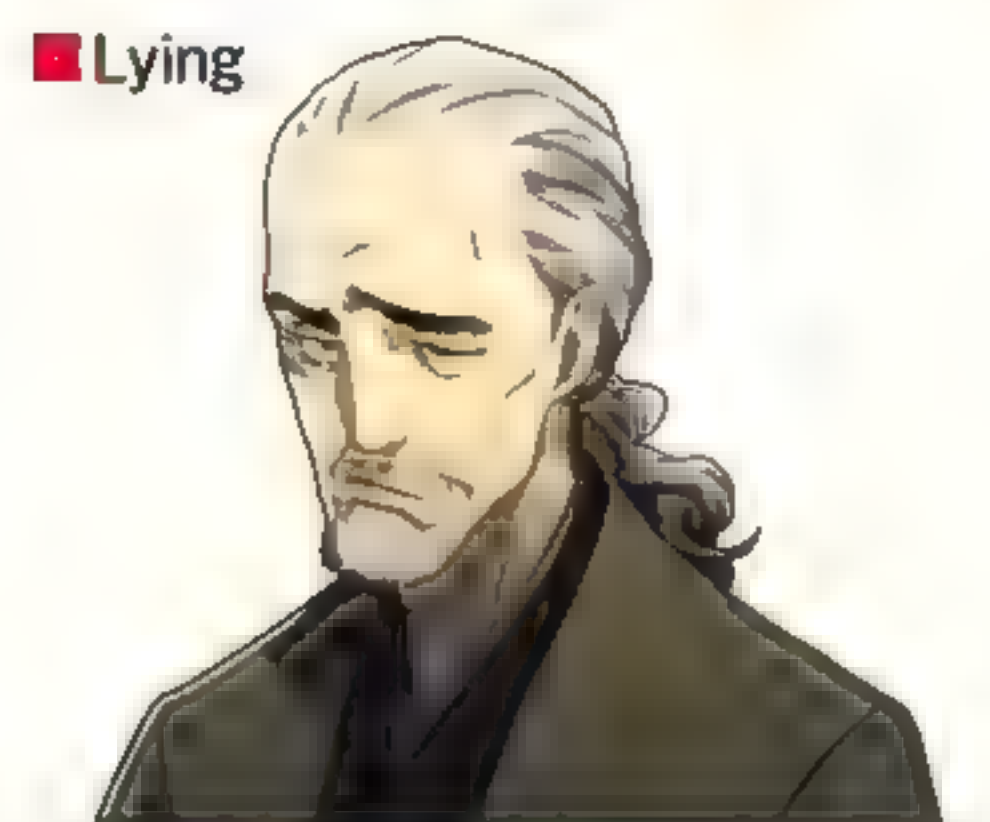
Shadow

■ Crying Apology



Casual Clothes

■ Lying



Casual Clothes

## Security Level Meter



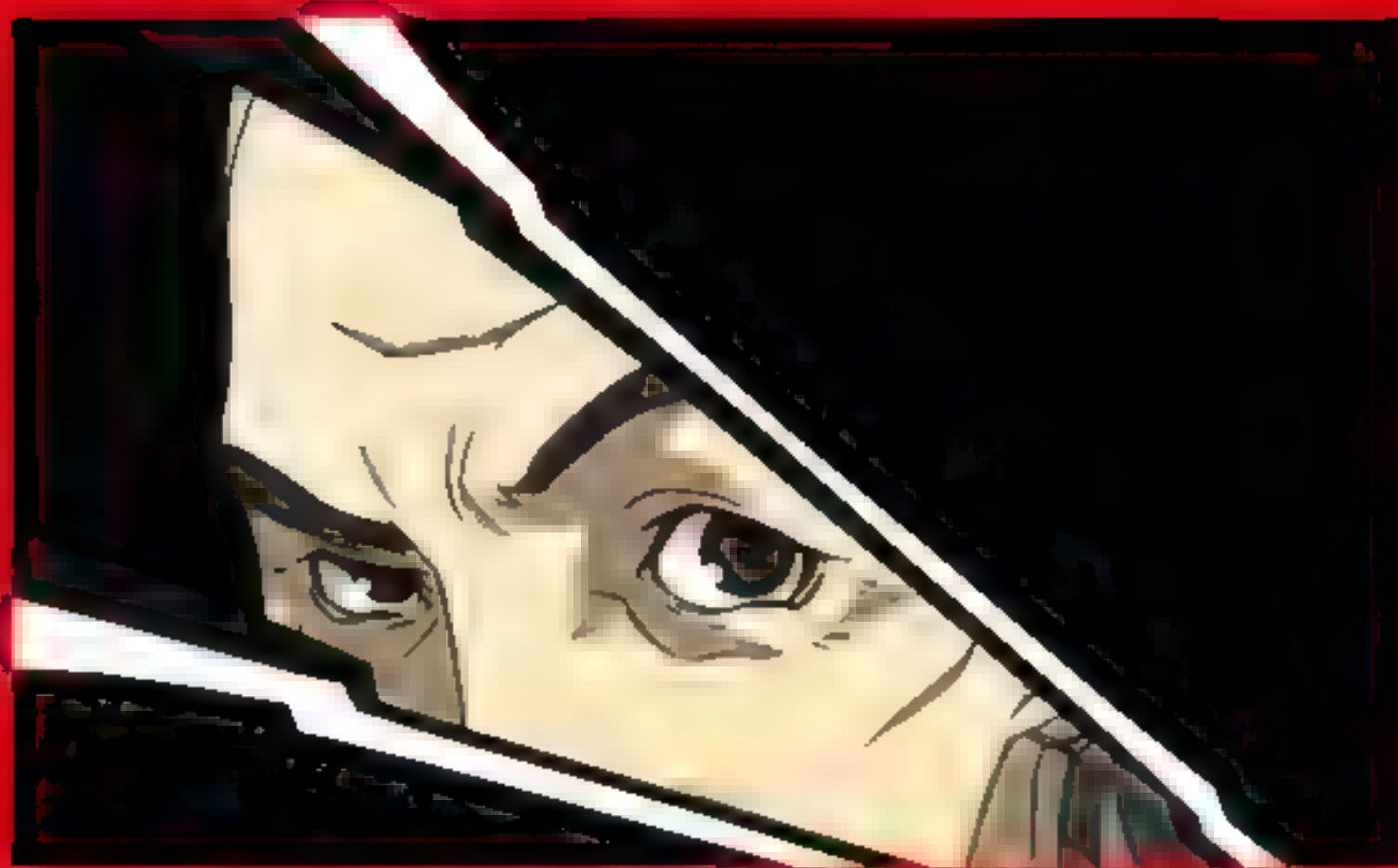
Before Detection



After Detection



## Cut-in



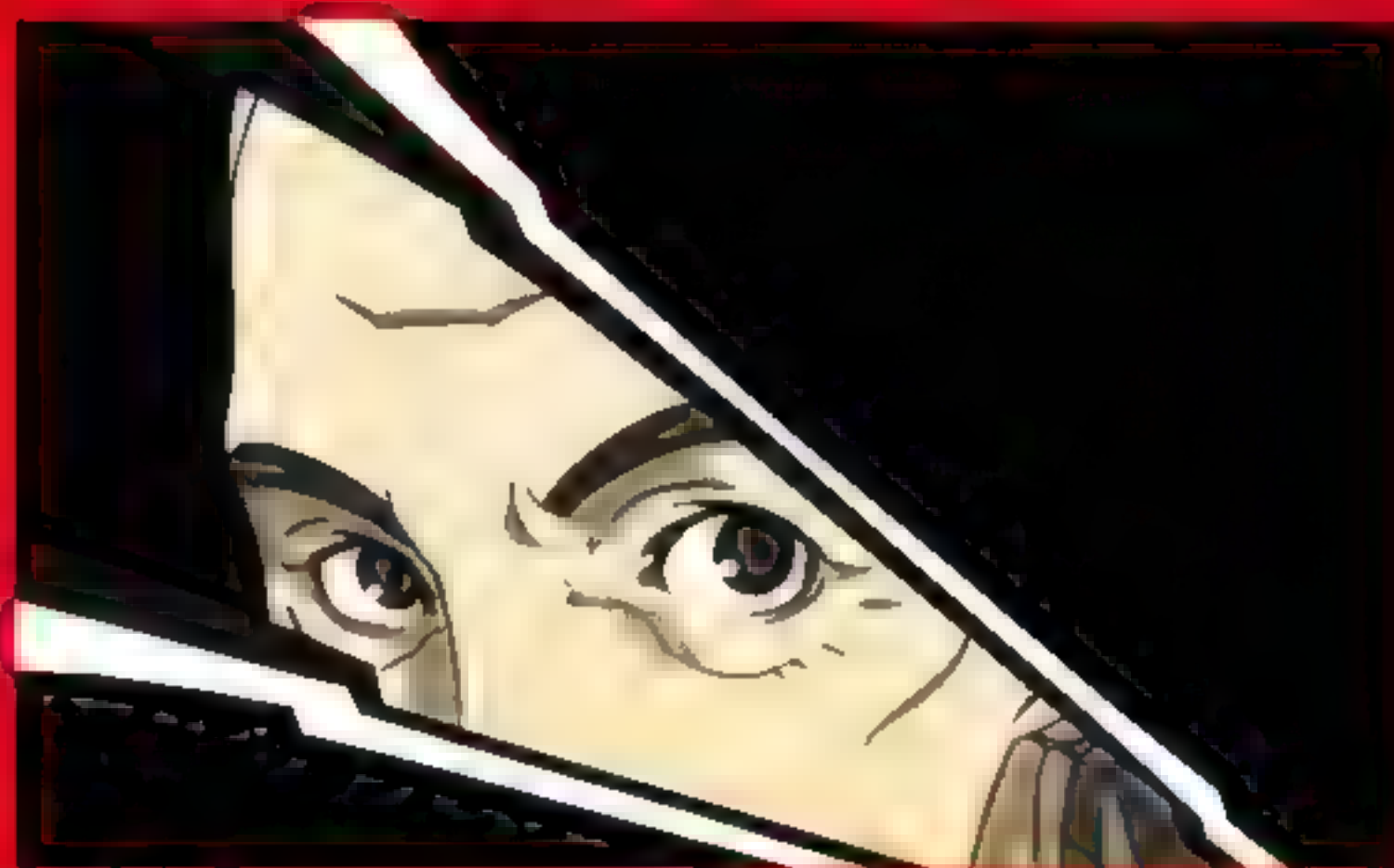
Scheming



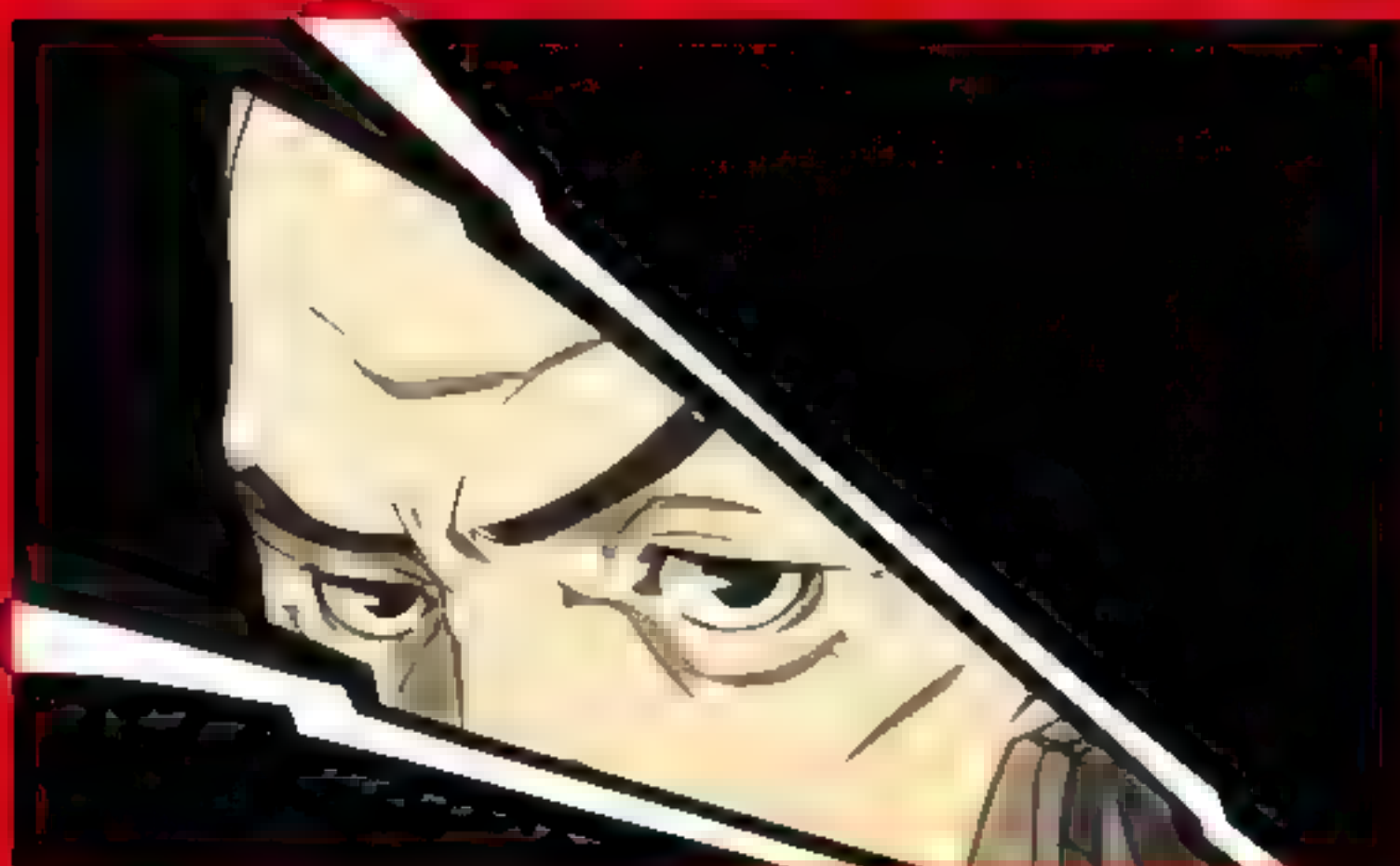
Confident



Downcast



Surprised



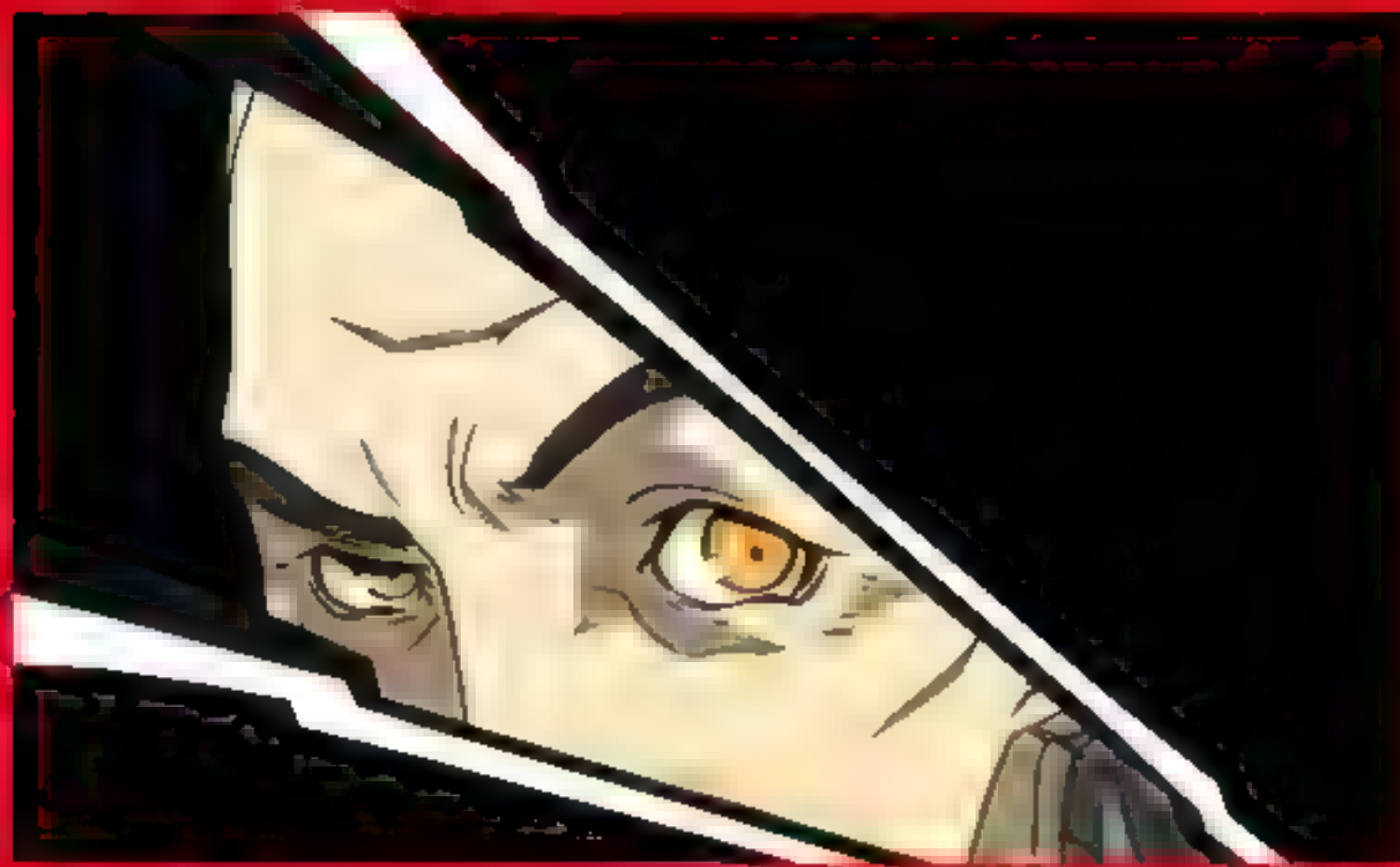
Suspicious



Mad



## Cut-in (Cognitive world)



Scheming

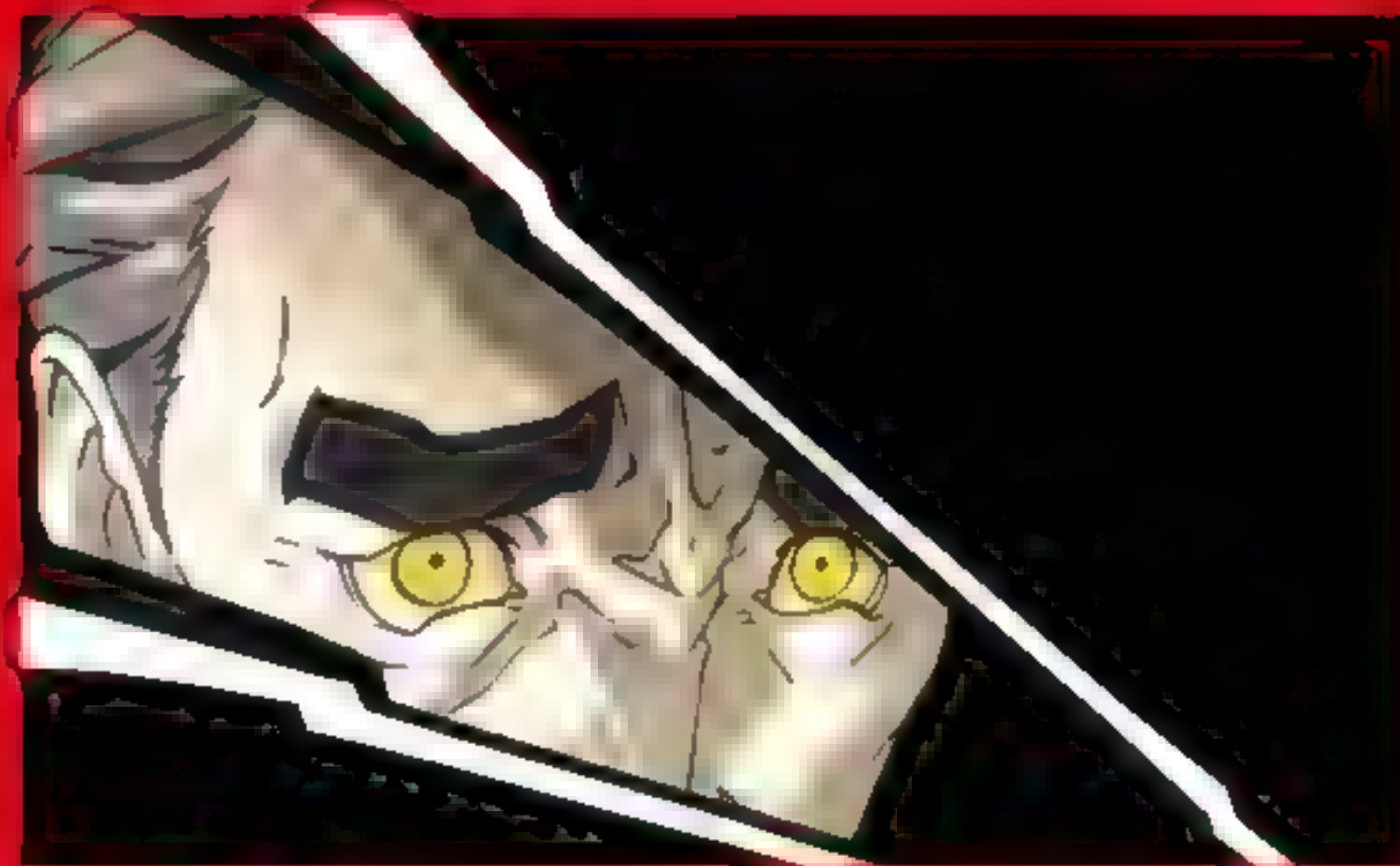


Mao

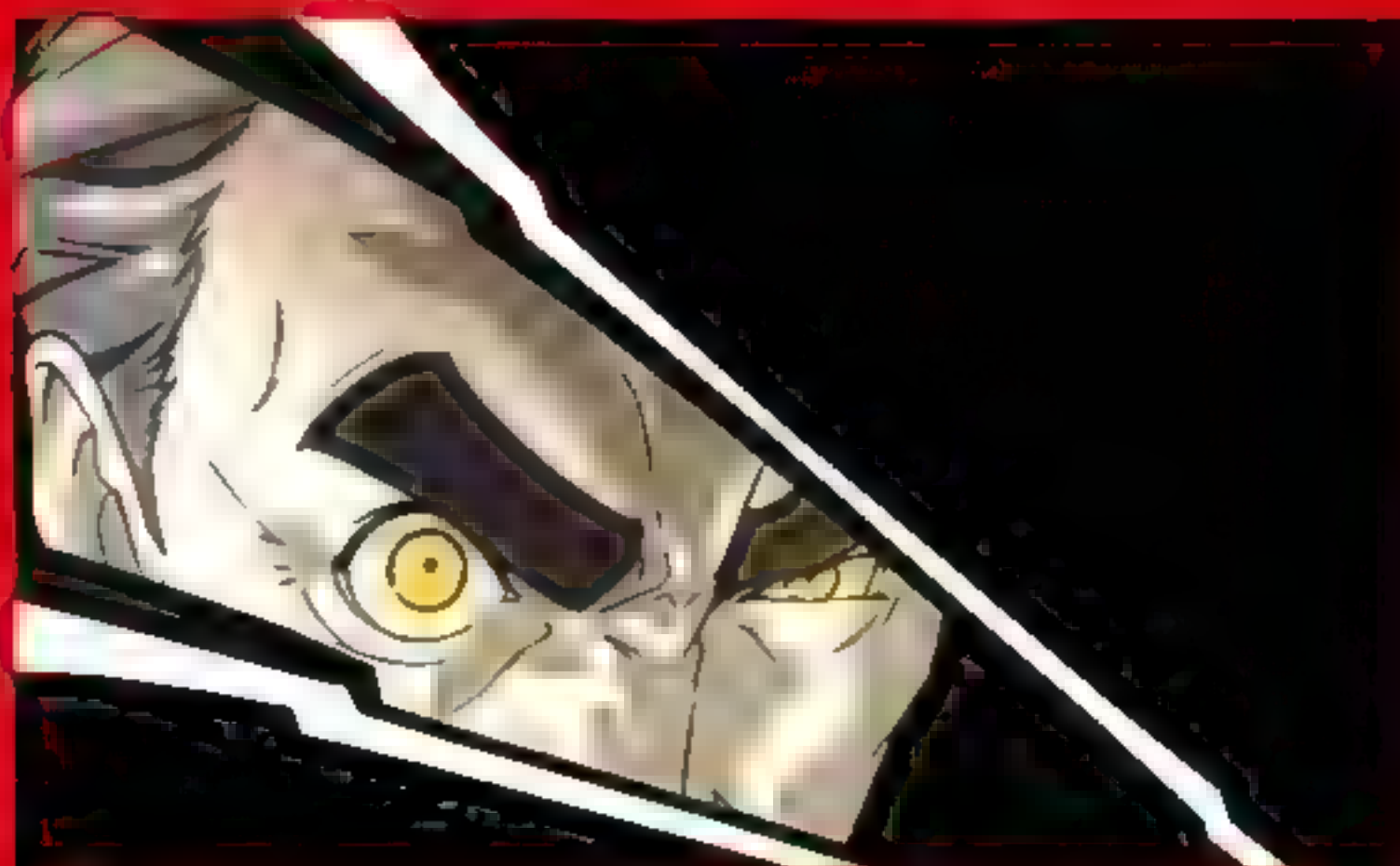
## Cut-in (Shadow)



Scheming



Sorrowful



Mao



# Junya Kaneshiro

JP: Kazunari Tanaka

The top guy in his Shibuya-based criminal organization, involved in various crimes primarily targeting young people. He and his group are deeply feared on account of his tendency to use any and all means necessary to extort people for cash, breaking them down to the point where they feel as though they could die. He doesn't see other people as anything but ATMs for spitting out money, but at the same time, there's an even higher class of evil around that Kaneshiro himself is afraid of.

## Initial Image



### Chow's Quibble

We started with the concept of a delinquent kid, one who grew up without ever changing their ways. From there, we designed him with a bit of a childlike appearance, from his mouth to his nose to his expressions. Short in stature, with a stout physique—but not a muscular one, such that when somebody stronger falls in with him, you feel a kind of fear that you're missing something, like, “Man, there's going to be something else to this guy.” As for why he's just so totally wicked from the get-go, that's because he was the only one of the game's boss characters for whom there was no need to maintain a reputation as a good person.





Boss  
The 1st Concept Art





Idea of Boss

銀行強盗の  
ボス案

超合金豚金庫

Superalloy pig safe

レーザーや  
電流等で  
武装

金庫室の扉は  
壁に開いて  
登場する

Armed with electricity  
and lasers

Doesn't come out from  
the door of the safe,  
but the wall of it.

Shadow

シャドウ  
この金庫を  
取れるなら  
とて43!!  
とかいい  
のな??

Try and take my cash,  
if you can! HAHAHA!

Walking Shadow in Bank

銀行強盗のシャドウ





# Close-up

■ Normal



Casual Clothes



Shadow

■ Smiling

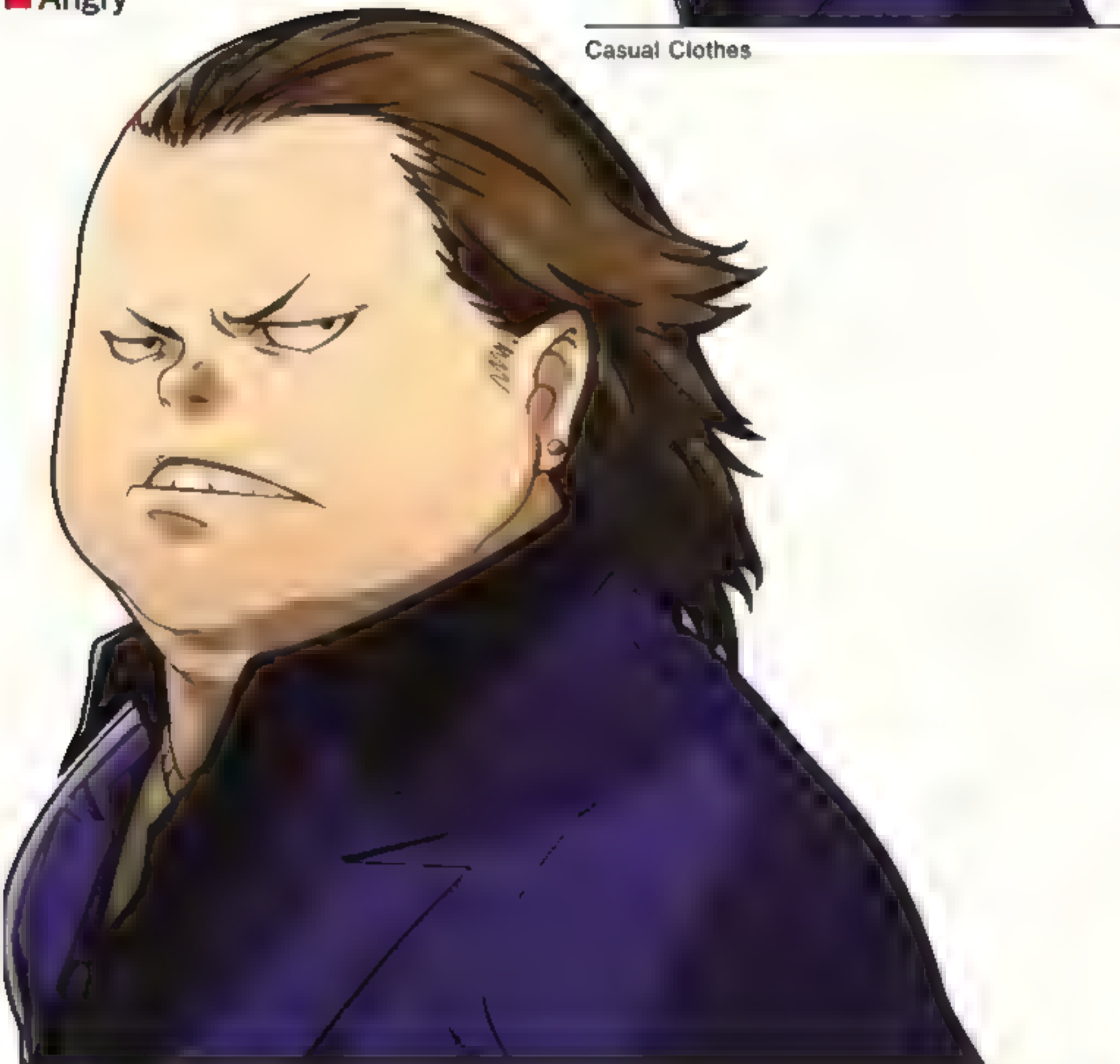


Casual Clothes



Shadow

■ Angry



Casual Clothes



Shadow



■ Sad

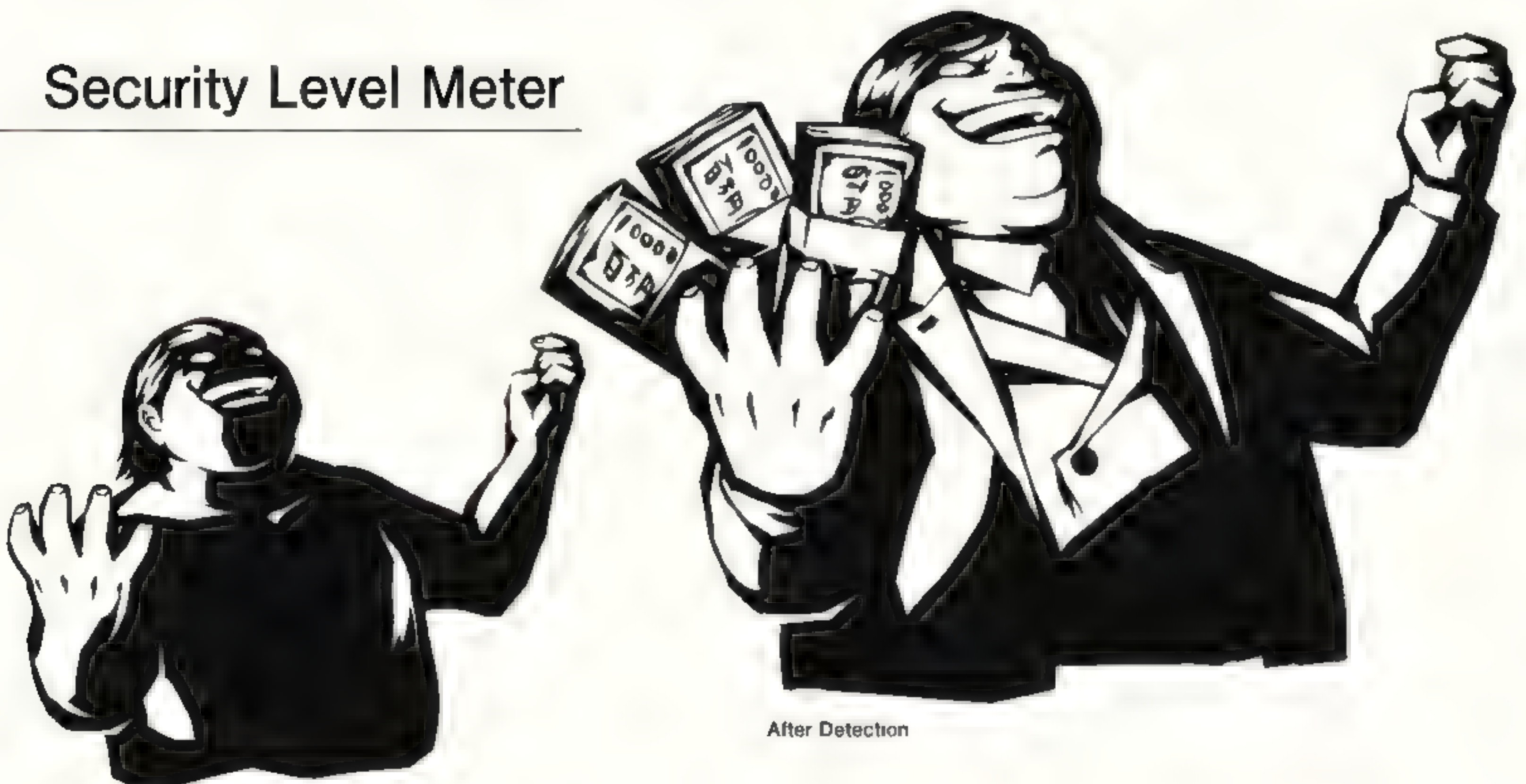


Casual Clothes



Shadow

## Security Level Meter

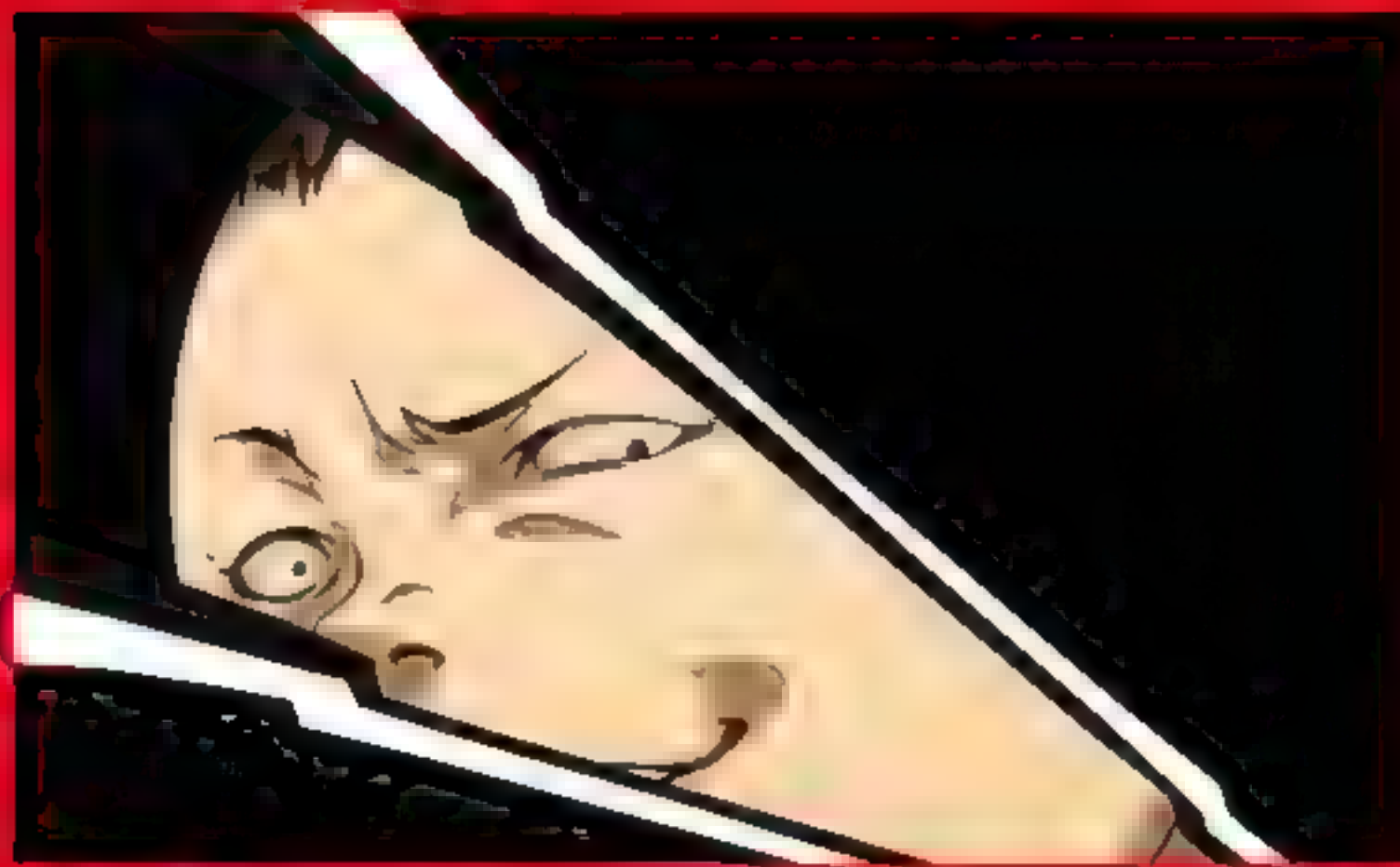


After Detection

Before Detection



## Cut-in



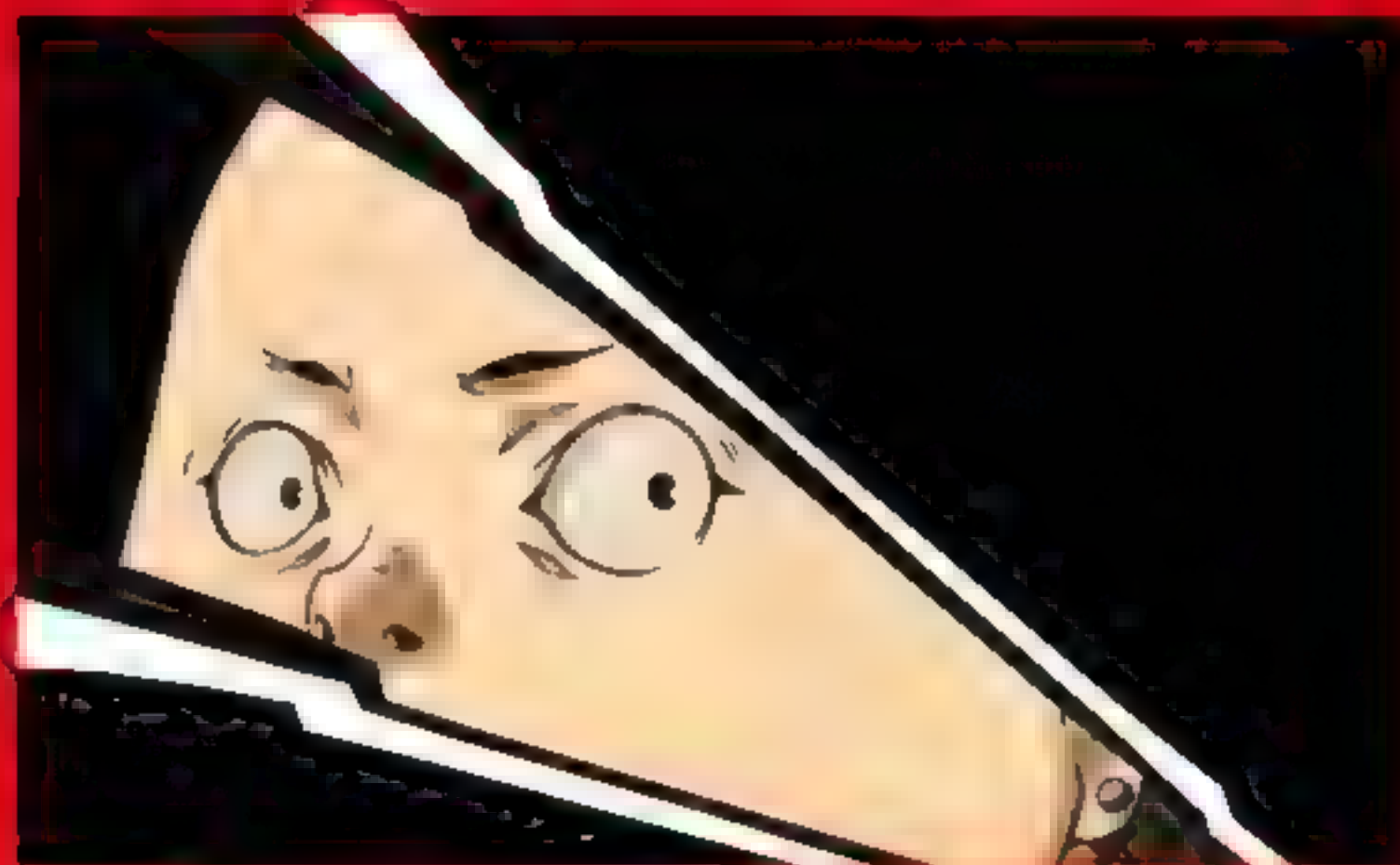
Scheming



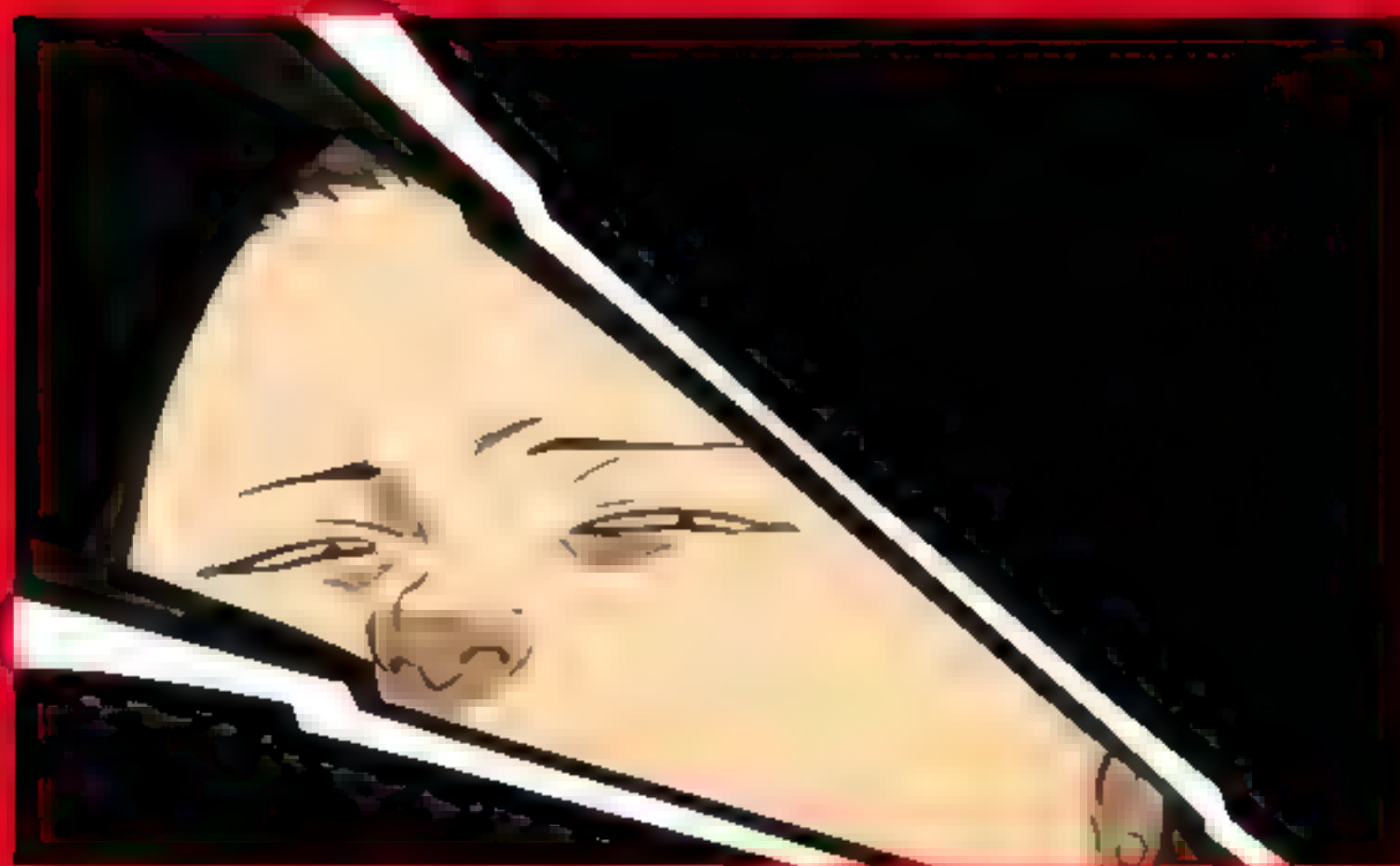
Smug



Sorrowful



Surprised



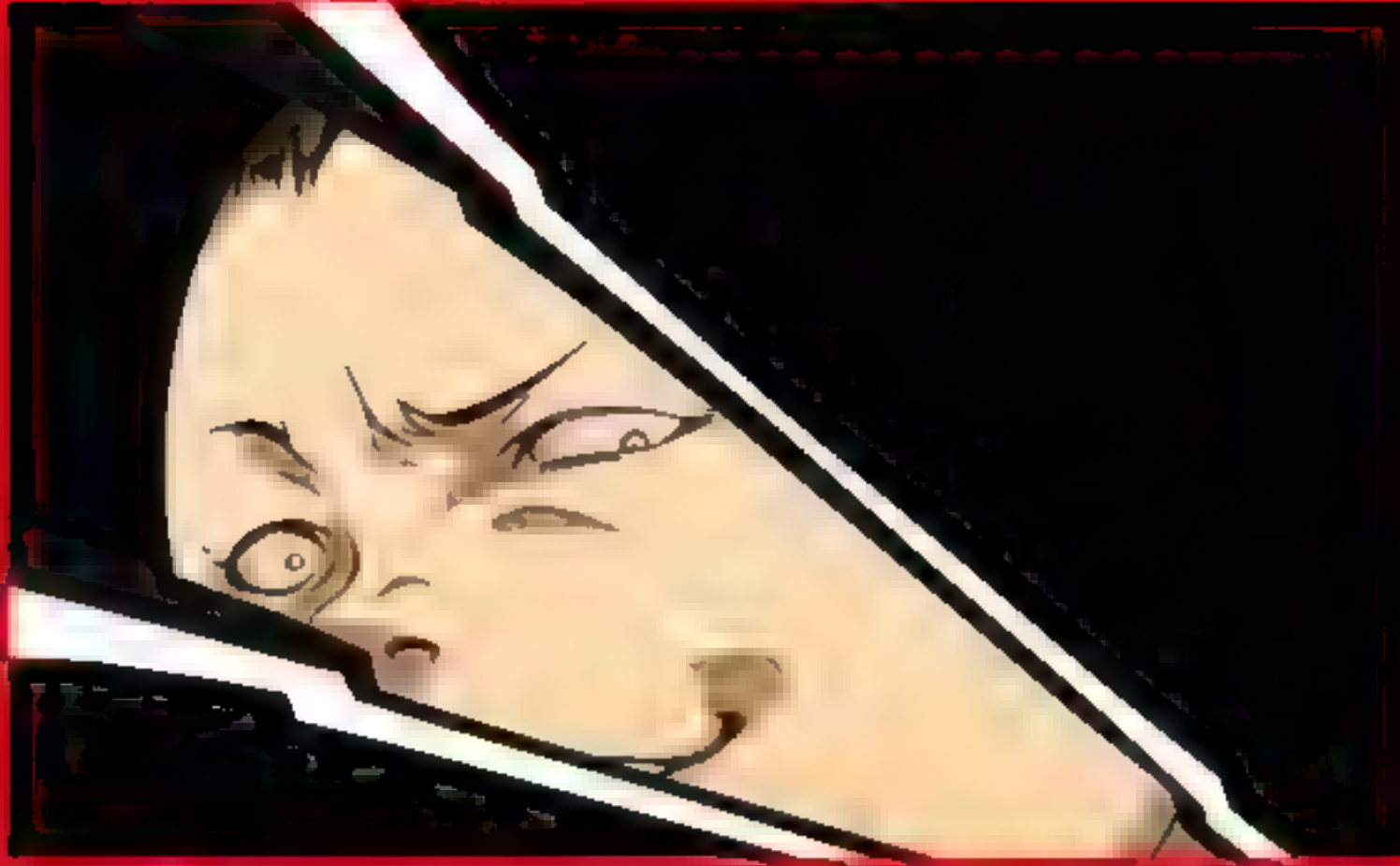
Suspicious



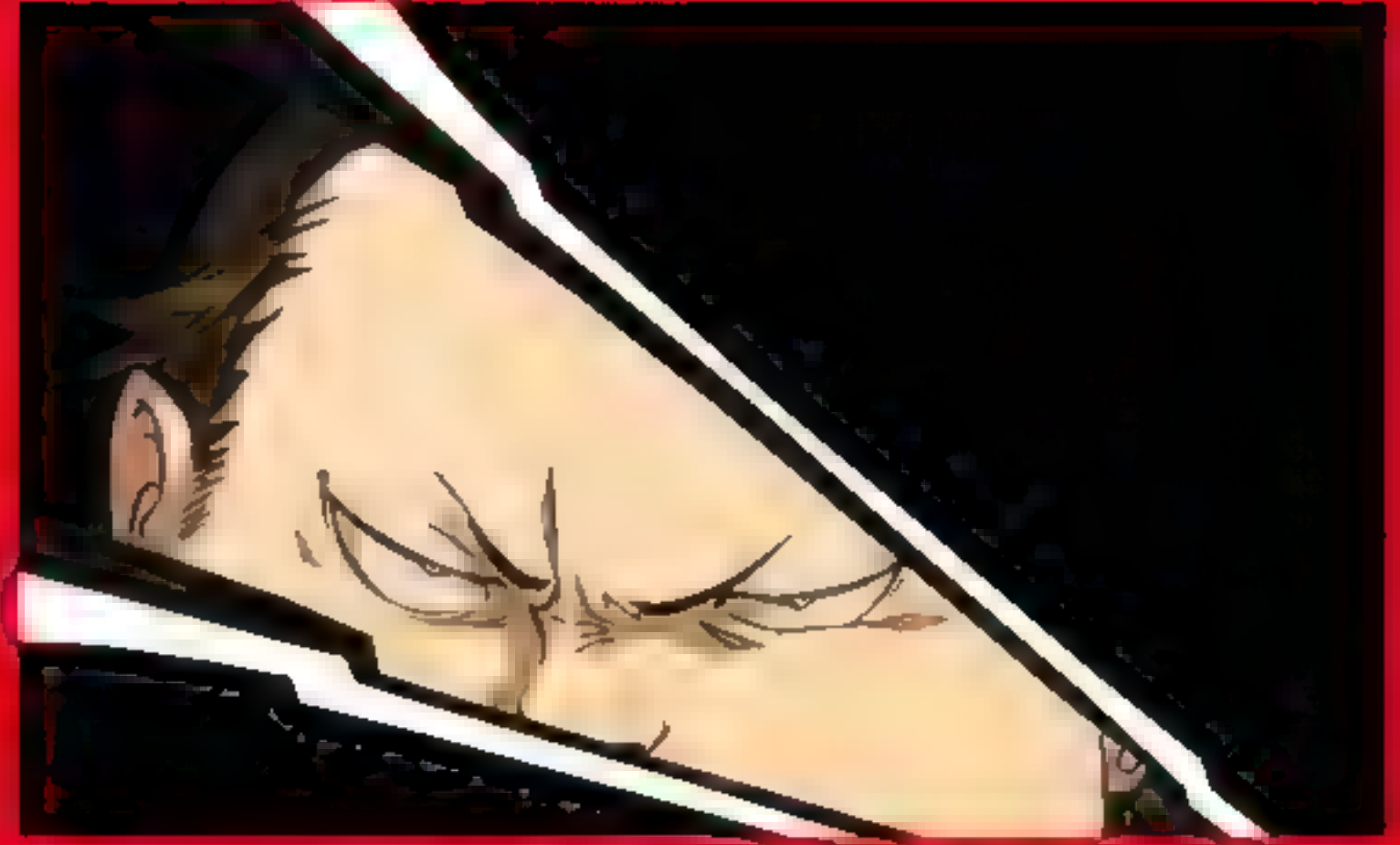
Mad



## Cut-in (Cognitive world)

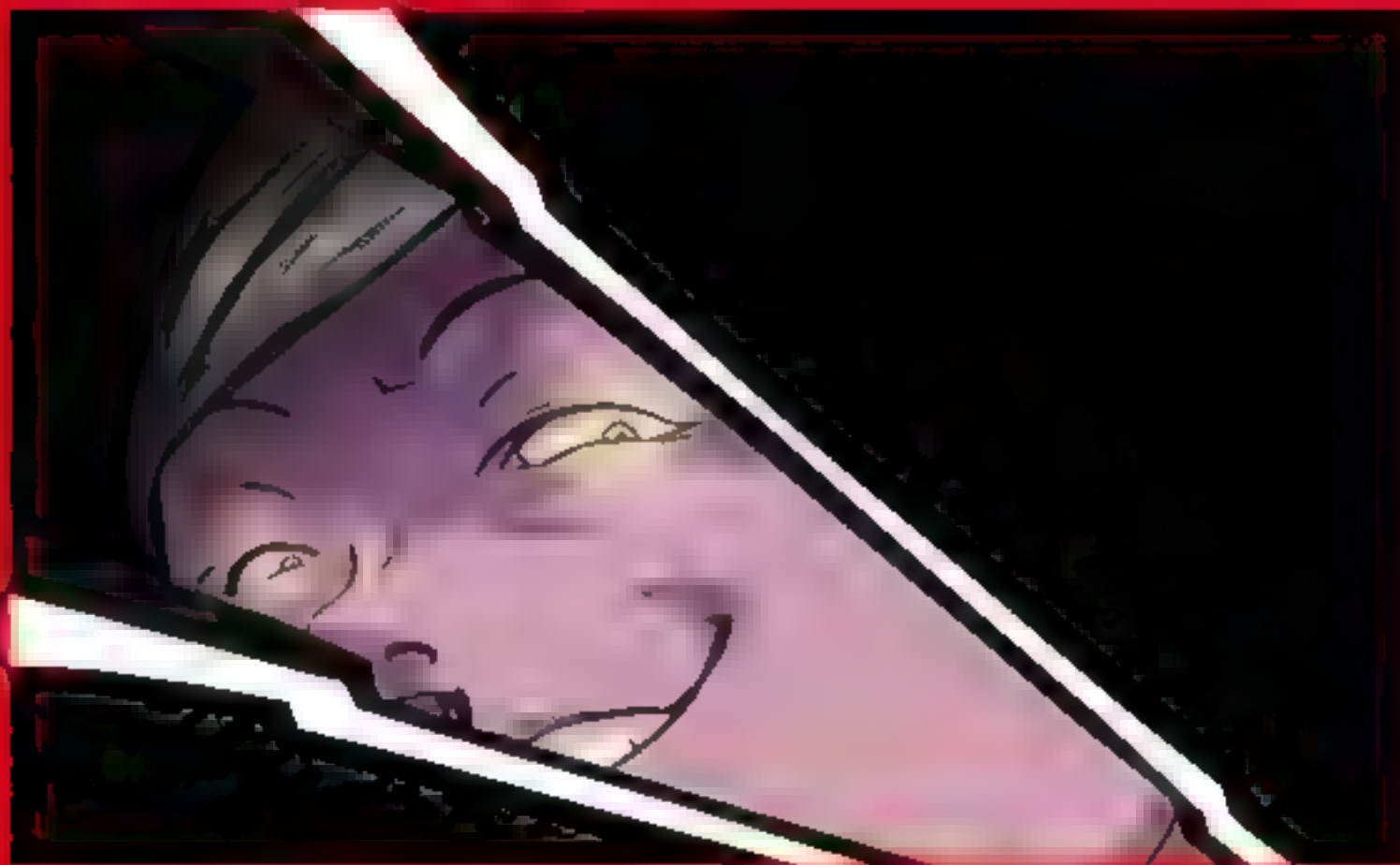


Scheming



Mad

## Cut-in (Shadow)



Scheming



Sorrowful



Mad

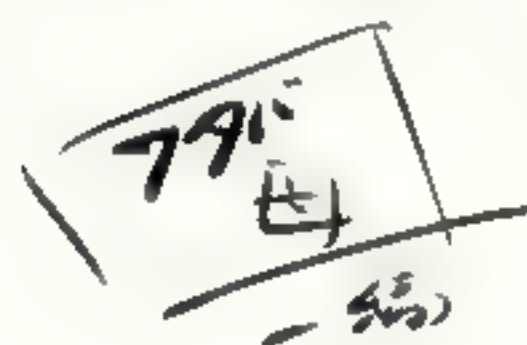


## Wakaba Isshiki

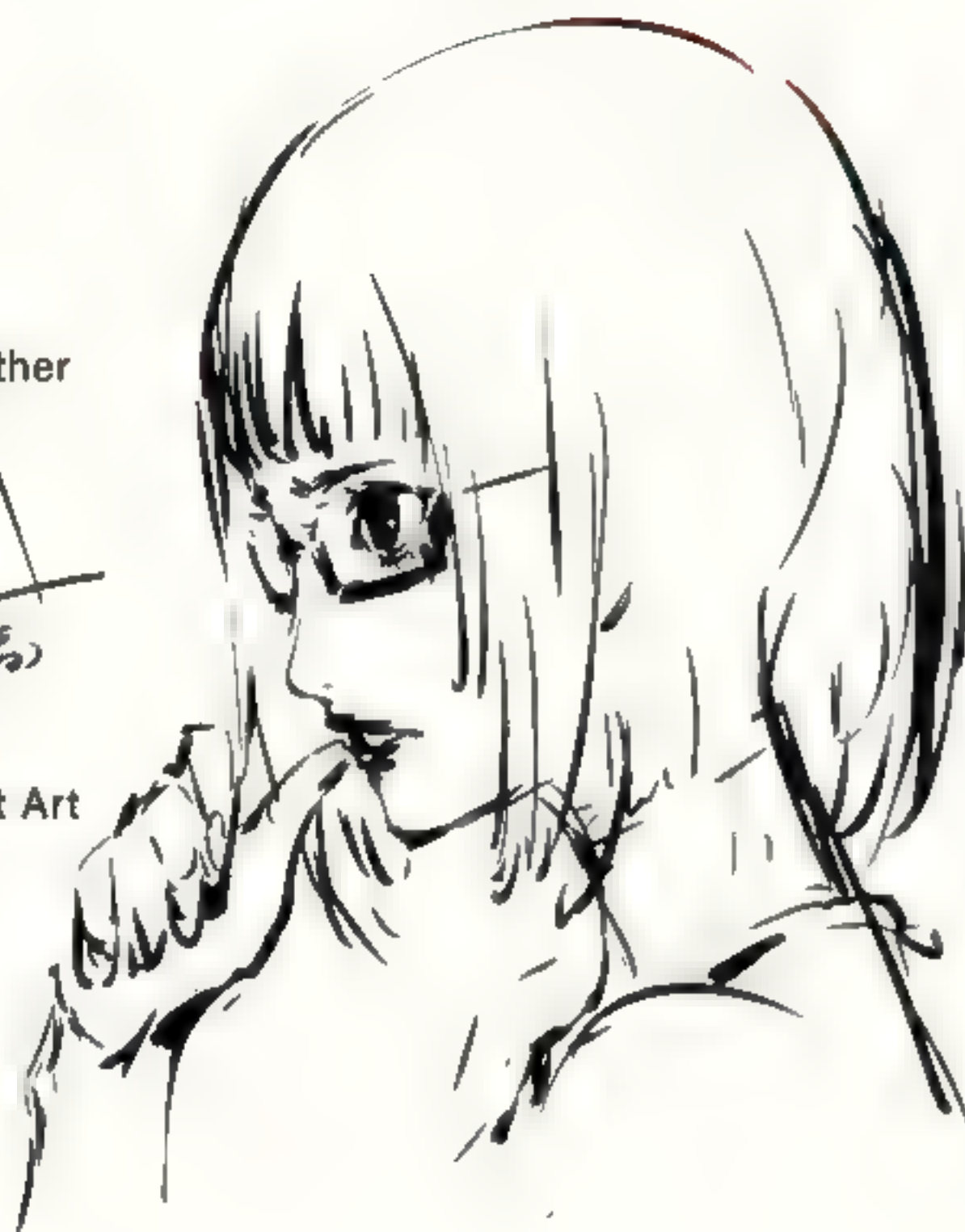
JP: Minako Arakawa

### Initial Image

Futaba's Mother



The 1st Concept Art



### Concept Art

You'll never escape  
from here!





Futaba Sakura's mother. The foremost researcher in a new field known as "cognitive science." Died a suspicious death that was ruled a suicide. Futaba was left traumatized after seeing her mother die right before her eyes, never knowing whether or not it was really a suicide. This uncertainty has cast a long shadow over her heart.



#### Creator's Comment

At first, we designed her with an everyday, motherly vibe, since the initial concept was that she herself was the one who forced Futaba to become a shut-in. Once we solidified the current concept for the two of them, we shifted Wakaba's design to make her look more like a researcher. Since she's a character who has already died and only appears in memories—mostly Futaba's and Sojiro's—we wanted to stress more the notion of wondering what kind of suffering she endured as an individual woman, rather than as a mother. We wanted to give the impression that she's someone who prioritizes work over family, so when she got bogged down in work, her family life suffered.

Mother at Home  
(Futaba's Mother)



自宅 (Futaba's Mother)



Where are you going?







# Kunikazu Okumura

JP: Hirohiko Kakegawa

The president of Okumura Foods, a major player in the food-service industry, and Haru Okumura's father. He is a skilled executive who took over the family business, a chain of restaurants that up to his father's generation had been relatively insignificant and developed it into a large-scale enterprise. However, he is also a self-righteous person who thinks of others as nothing more than stepping stones to fulfill his ambitions of breaking into the world of politics. He treats his employees like robots, and even sees Haru, his own daughter, as a pawn he can use to reach his goals.

## Initial Image



### Creator's Comments

Okumura was conceived of as someone who was long ago a good father, but became warped and twisted after losing himself in his work. We wanted that trajectory to really come through in his design. Our reasoning behind this was that if he had been a bad guy from the start, you'd get the impression that he had neglected Haru, from the moment she was born, which seemed like an awfully miserable backstory for a main character. And since he's a guy aiming to enter the world of politics, he's got charisma and doesn't shy away from appearing in the public eye, so we tried to make sure that, if nothing else, his character had a public-facing image that reflected gentlemanly refinement.







社長

President



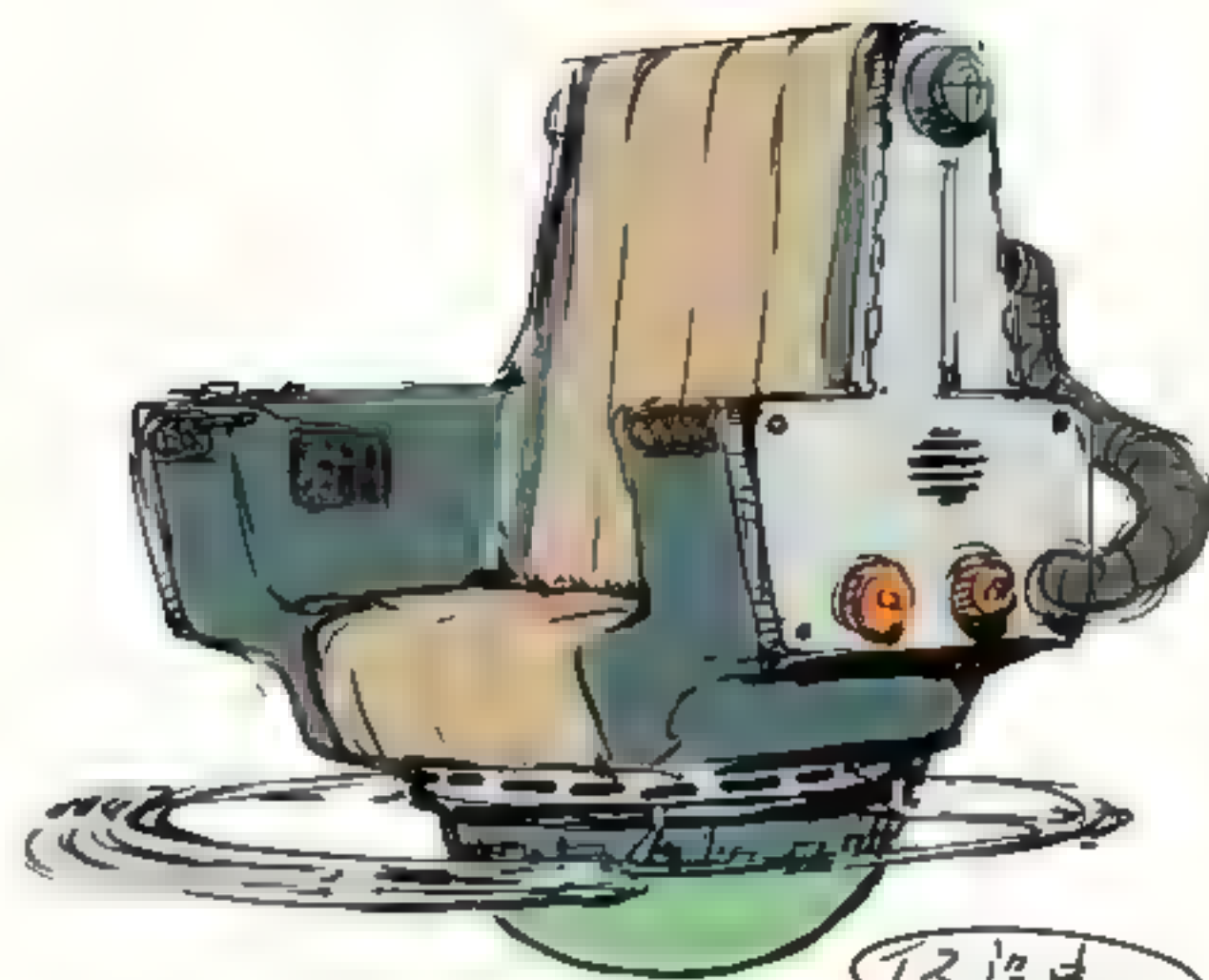
## ■ Kunikazu Mammon Okumura



## Creator's Comment

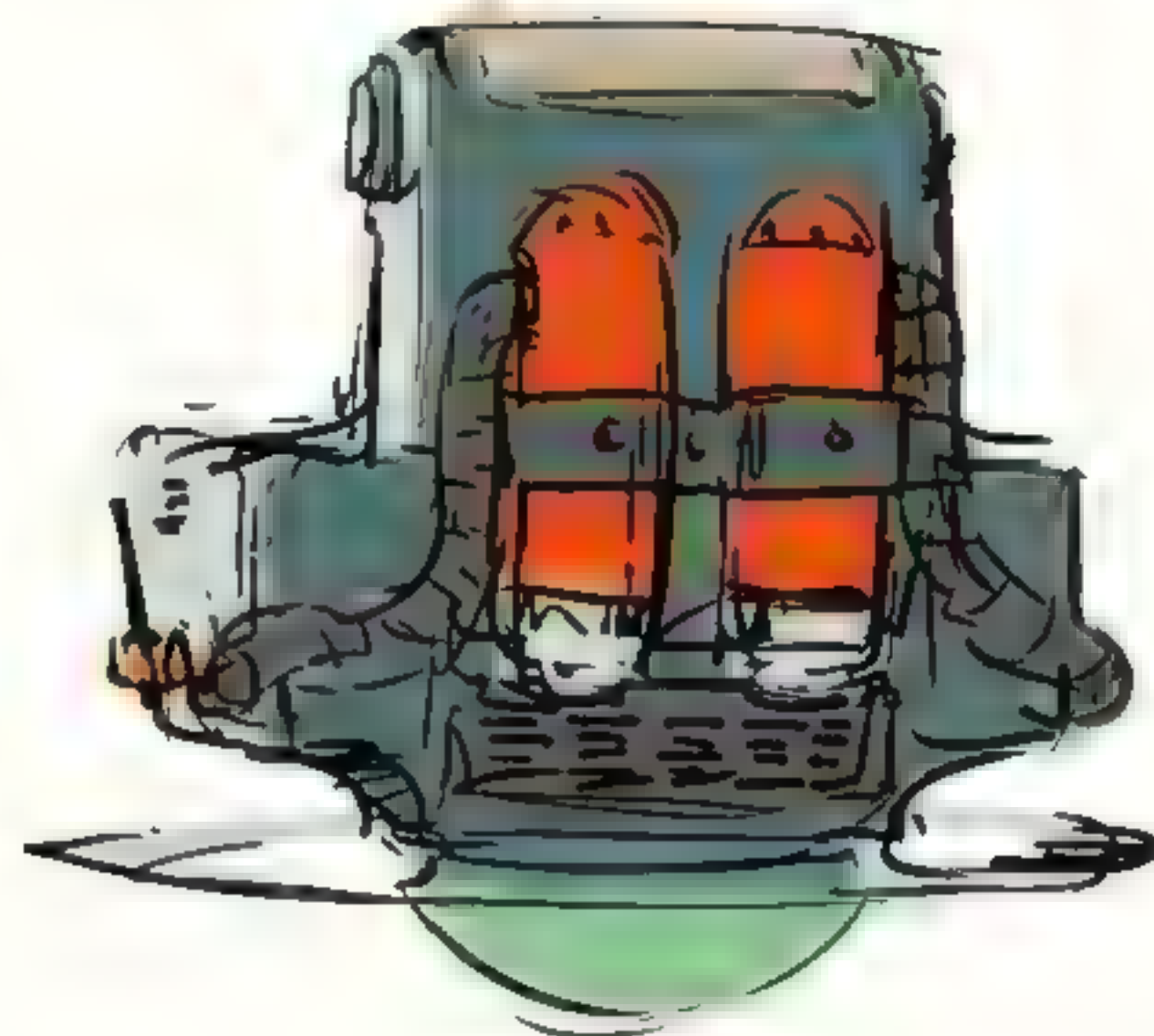
Shadow Okumura and Shadow Madarama were produced by the same designer. I requested that the designer give Okumura a "cheap sci-fi flavor, not a really serious one." After hitting upon some keywords like "An antenna! Mysterious gauges! A floating chair!" this is what we ended up with.





12 设计

Chair



HAHAHA. Can you catch me?



We can!



## Idea of Boss Space Station

宇宙基地本々

専務

Senior Managing Director

Department Manager

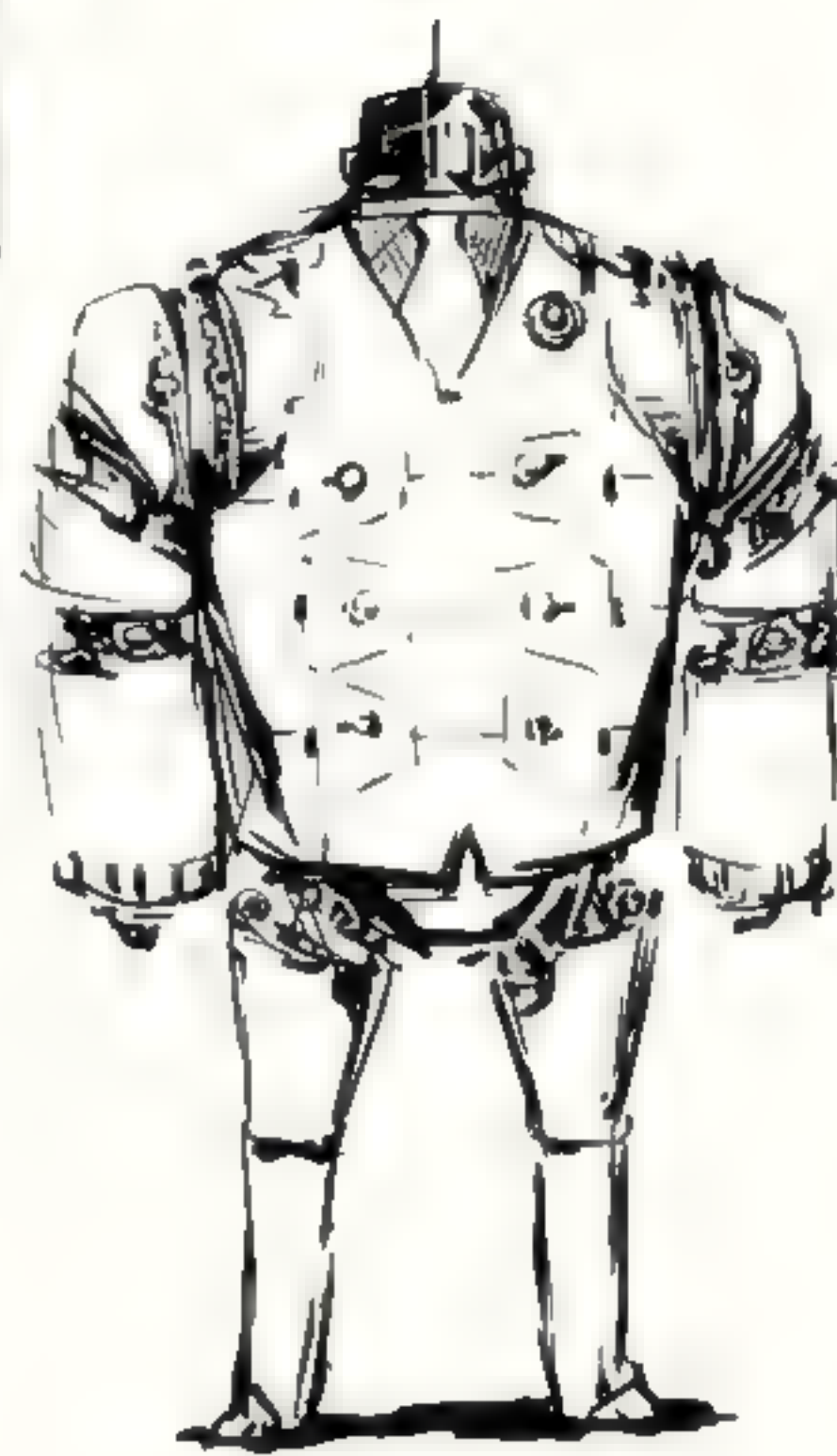
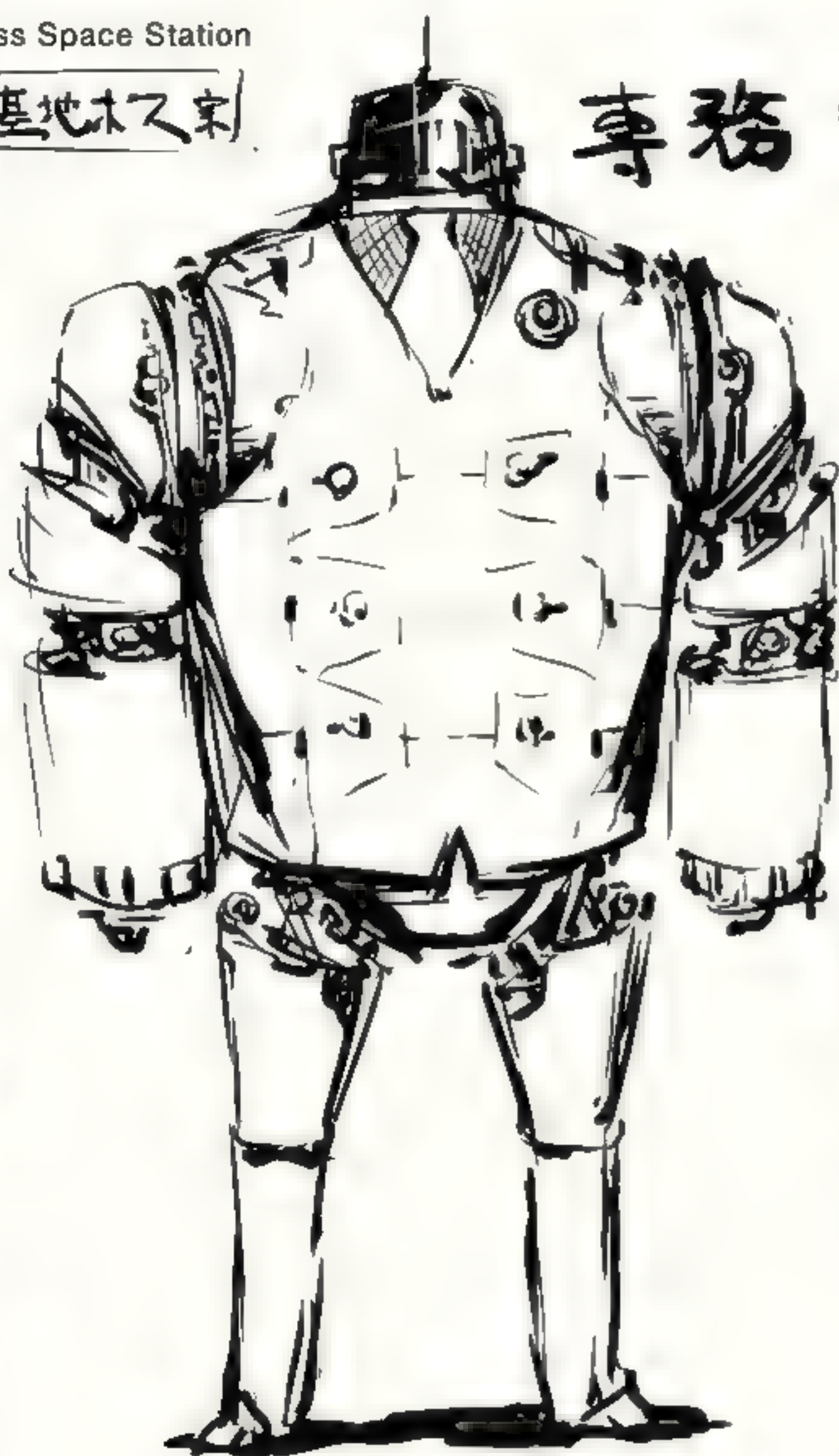
部長

Manager

課長

President

社長







Creator's Comment

Personally, I like the middle-management type of sorrow that the Corporobo MDL-DM and MDL-AM models have. What I'd like to draw your attention to is the MDL-WKR and MDL-CH. These two have the same design, but are different from all the models from MDL-AM and up in that they have no joints except around the shoulders and hips; even their elbows are fixed in place. Even so, the hip was intentionally designed to be a movable part. It's the joint dedicated to bowing, after all. (\*laughs\*)

Senior Staff

部長



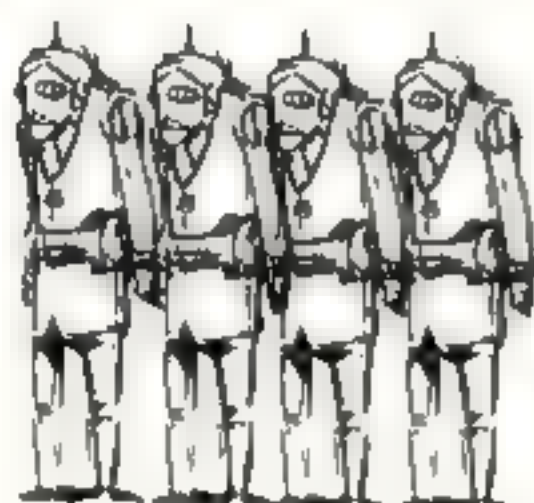
Chief

主任



Employee

平社員



Basement Shadow

基地シャドウ



Uses his employees as bombs

部長のボ  
攻撃ターゲ  
平社員を爆弾として使う

You deserve to die!

死に  
値するやつ!

Hitting his head turns the switch on.

頭を叩くと  
起爆装置ON

平社員を  
お面-112  
誰かに知らせ  
ていけ...

Hitting his shoulder could be fine too, but it might be hard to make sense of.



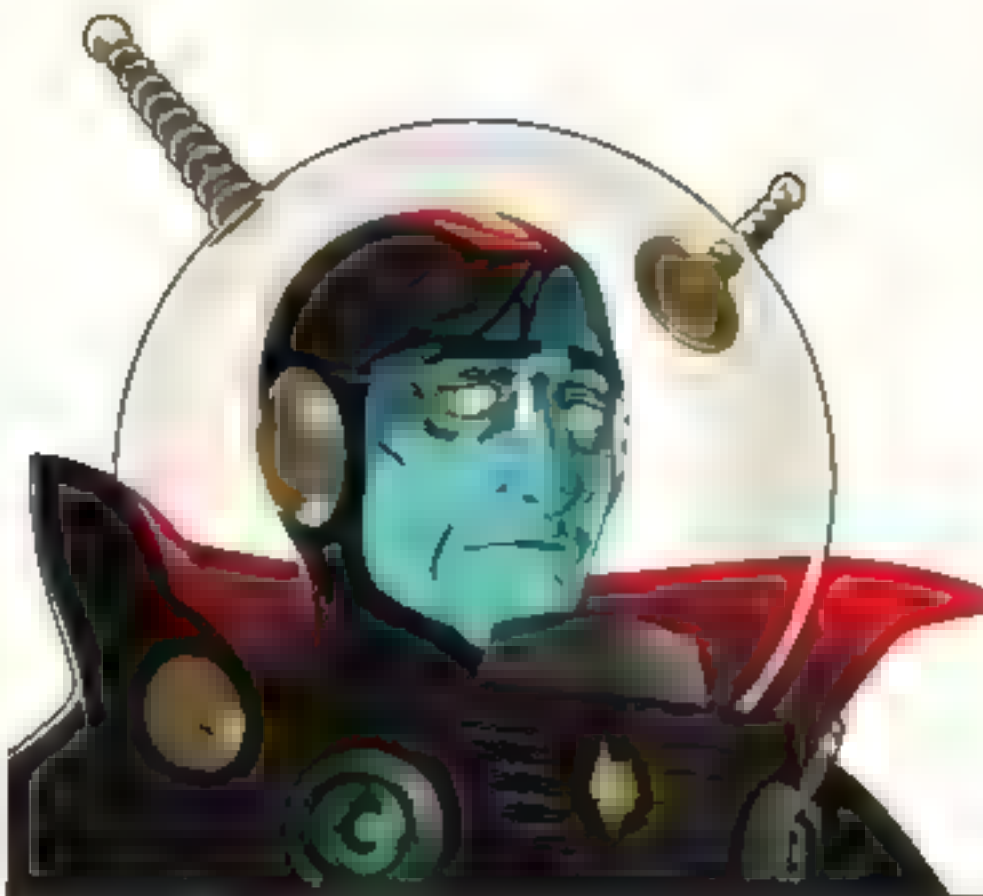


# Close-up

■ Normal

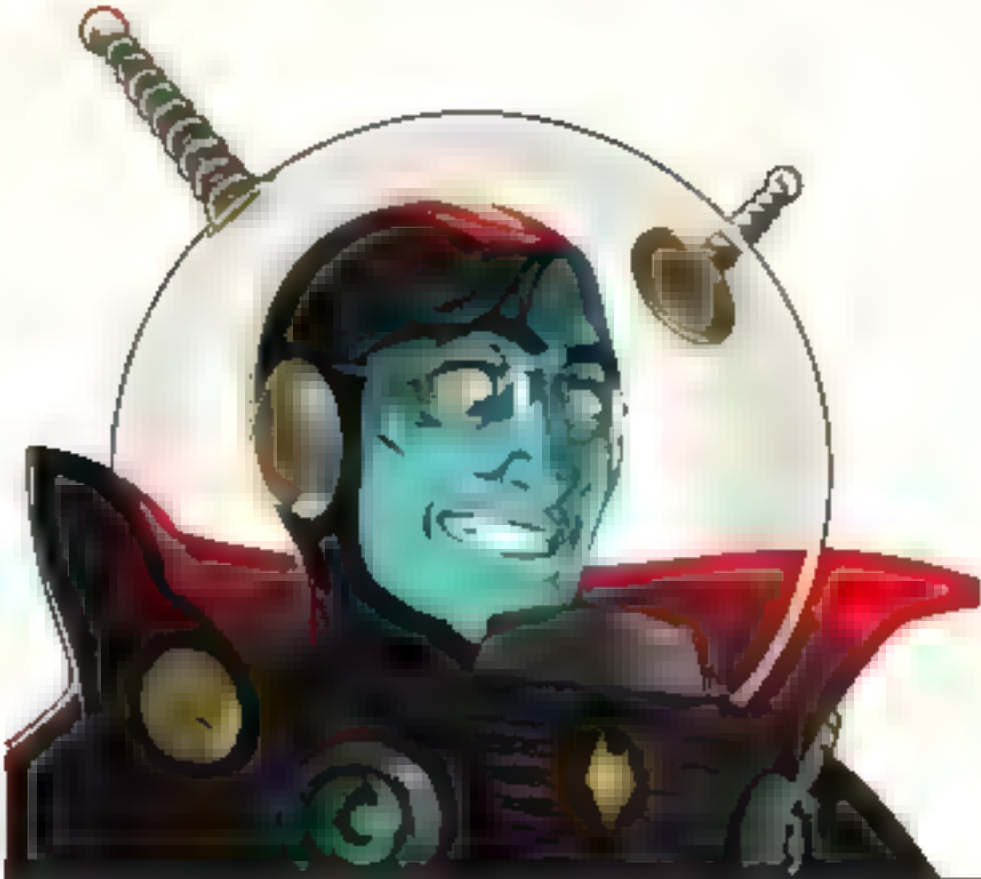


Casual Clothes



Shadow

■ Smiling

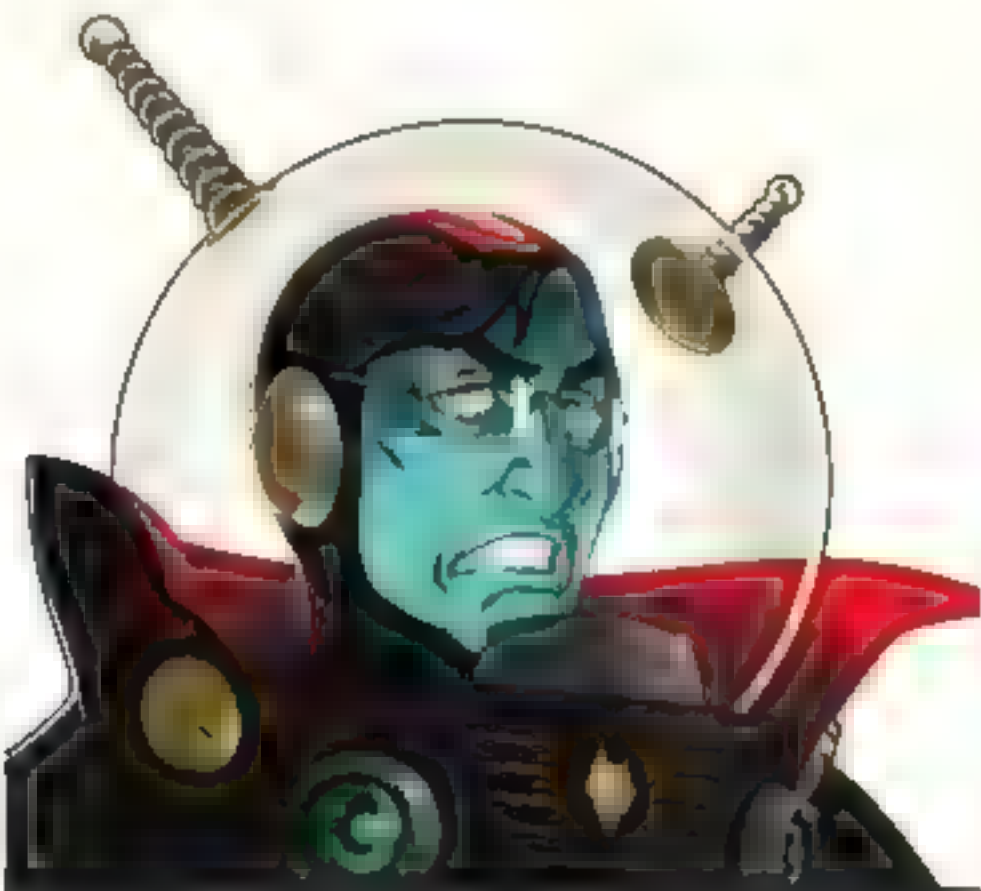


Shadow

■ Angry



Casual Clothes



Shadow



■ Sad



Casual Clothes



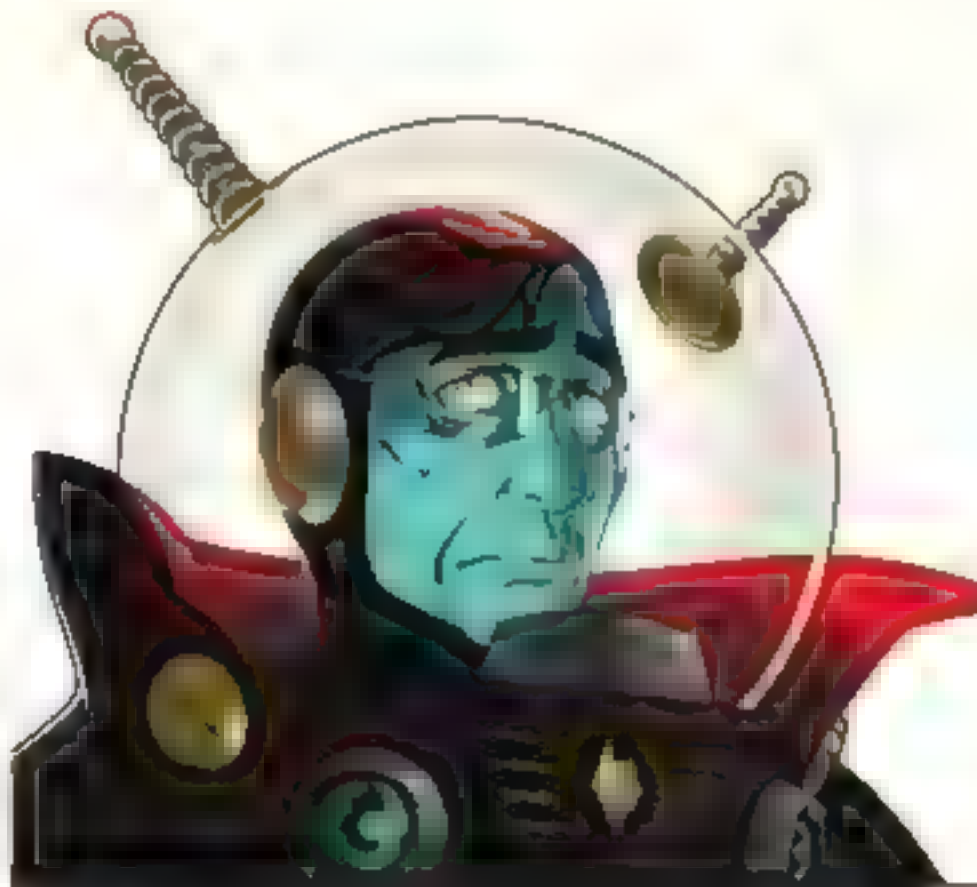
Shadow

■ Surprised



Casual Clothes

■ Pained



Shadow

## Security Level Meter



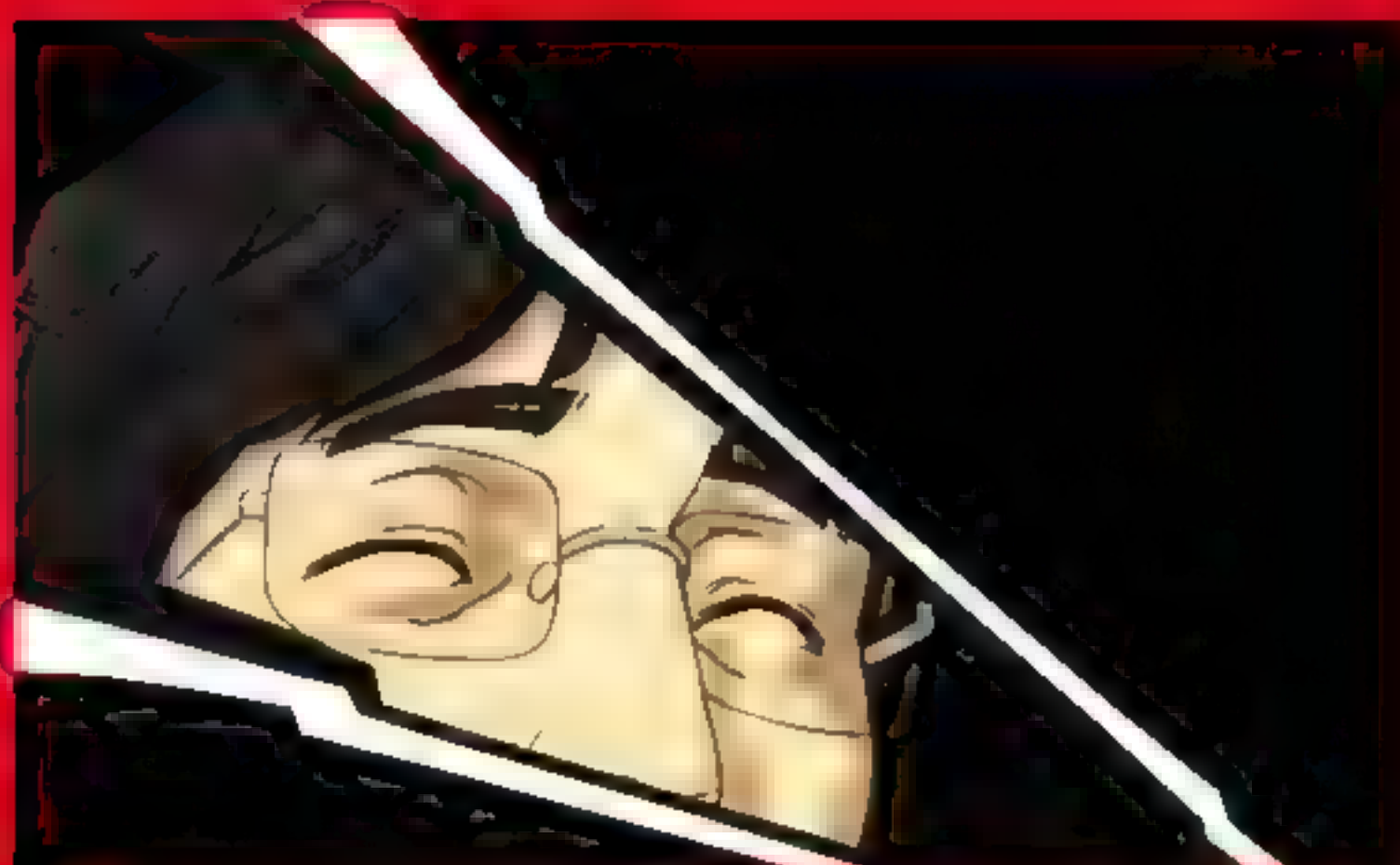
Before Detection



After Detection



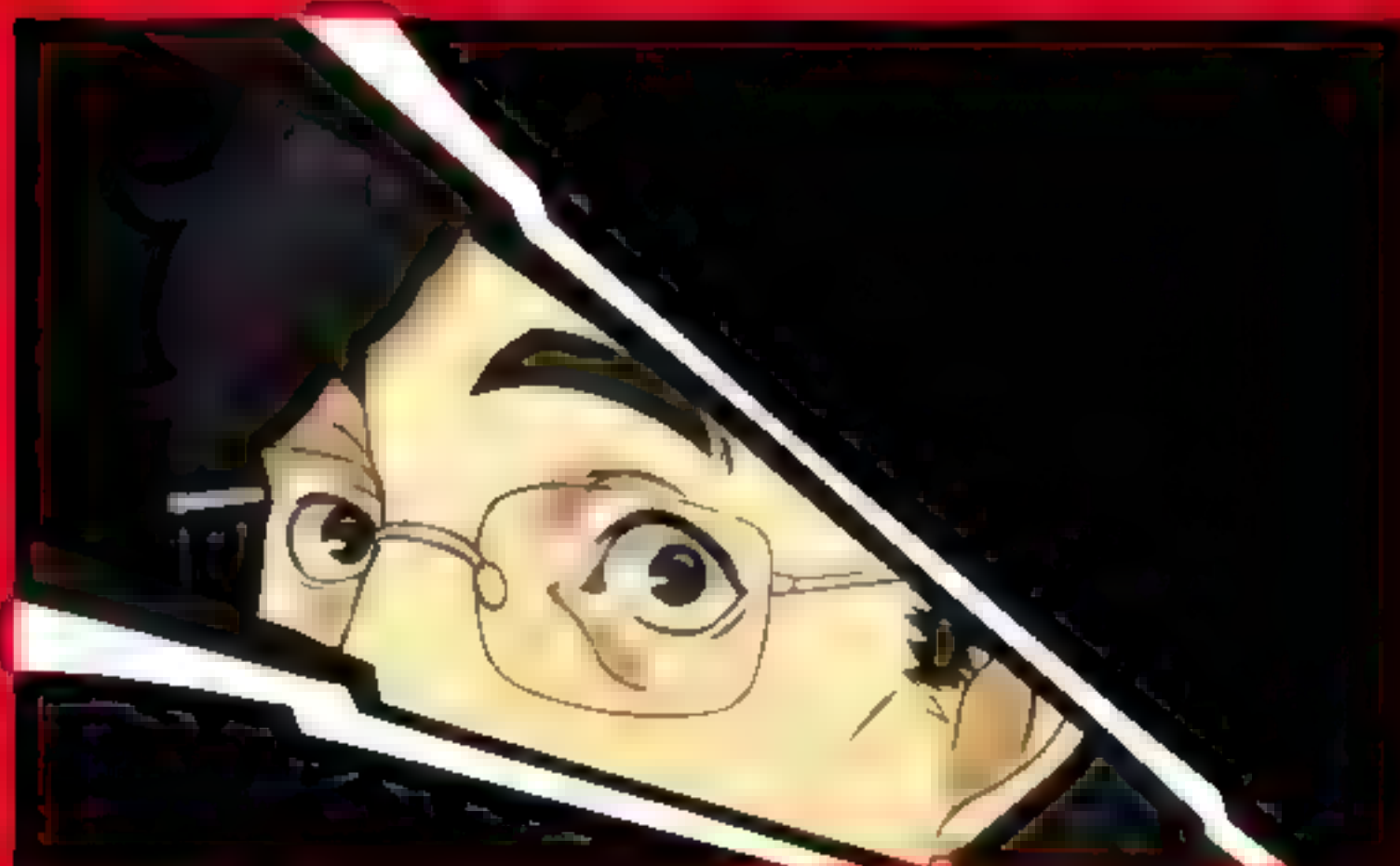
## Cut-in



Happy



Scheming



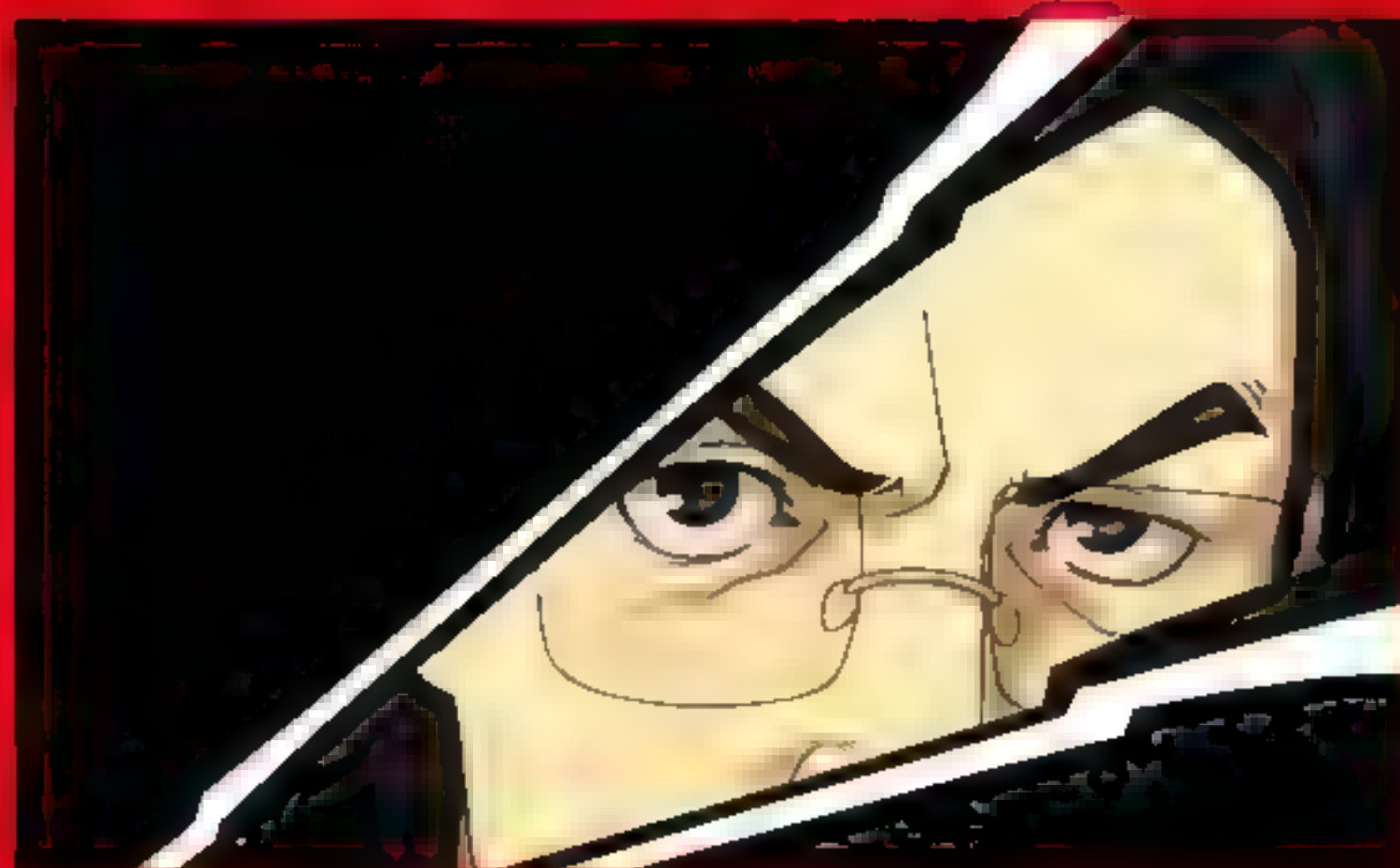
Surprised



Sorrowful



Suspicious



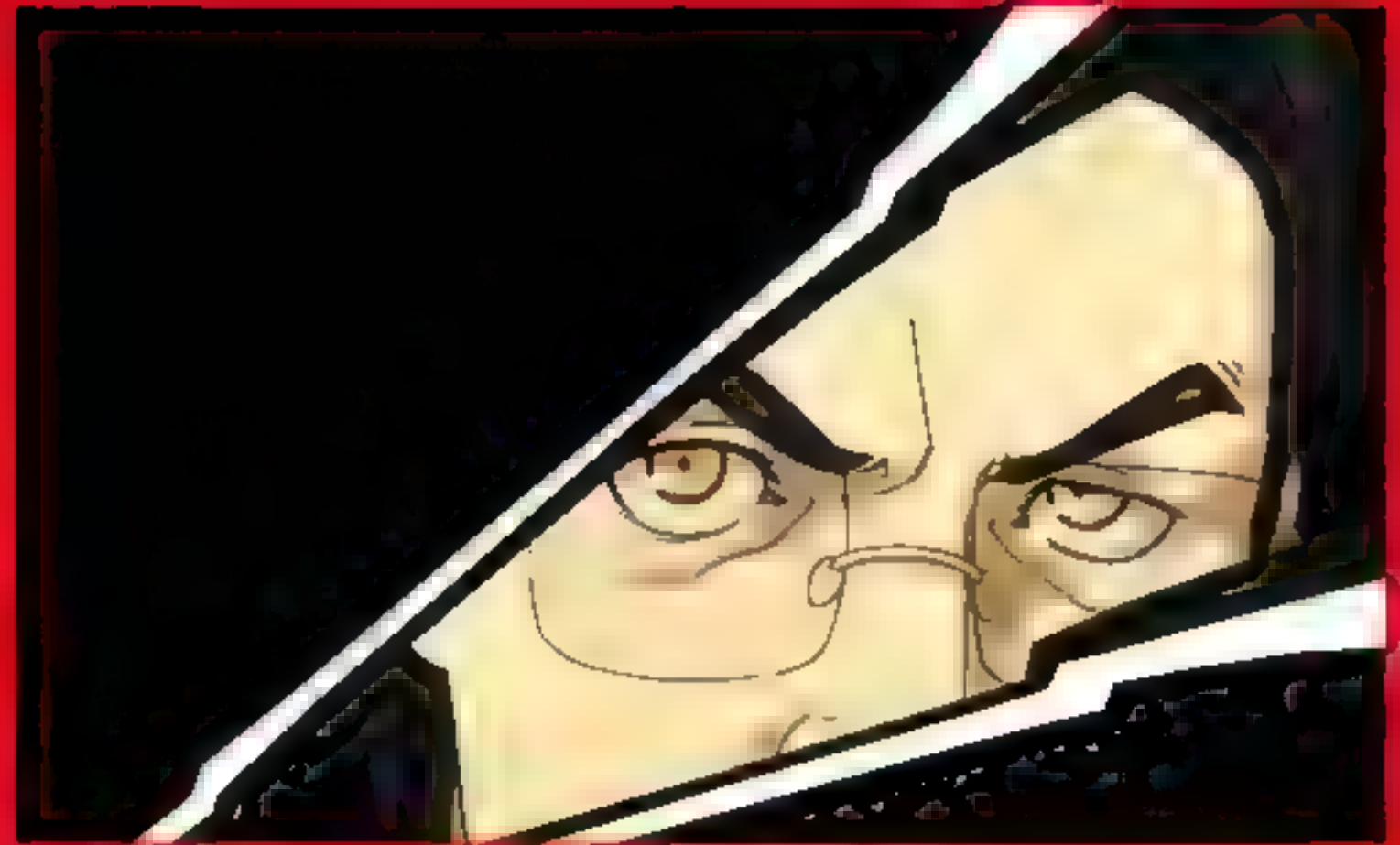
Mad



## Cut-in (Cognitive world)

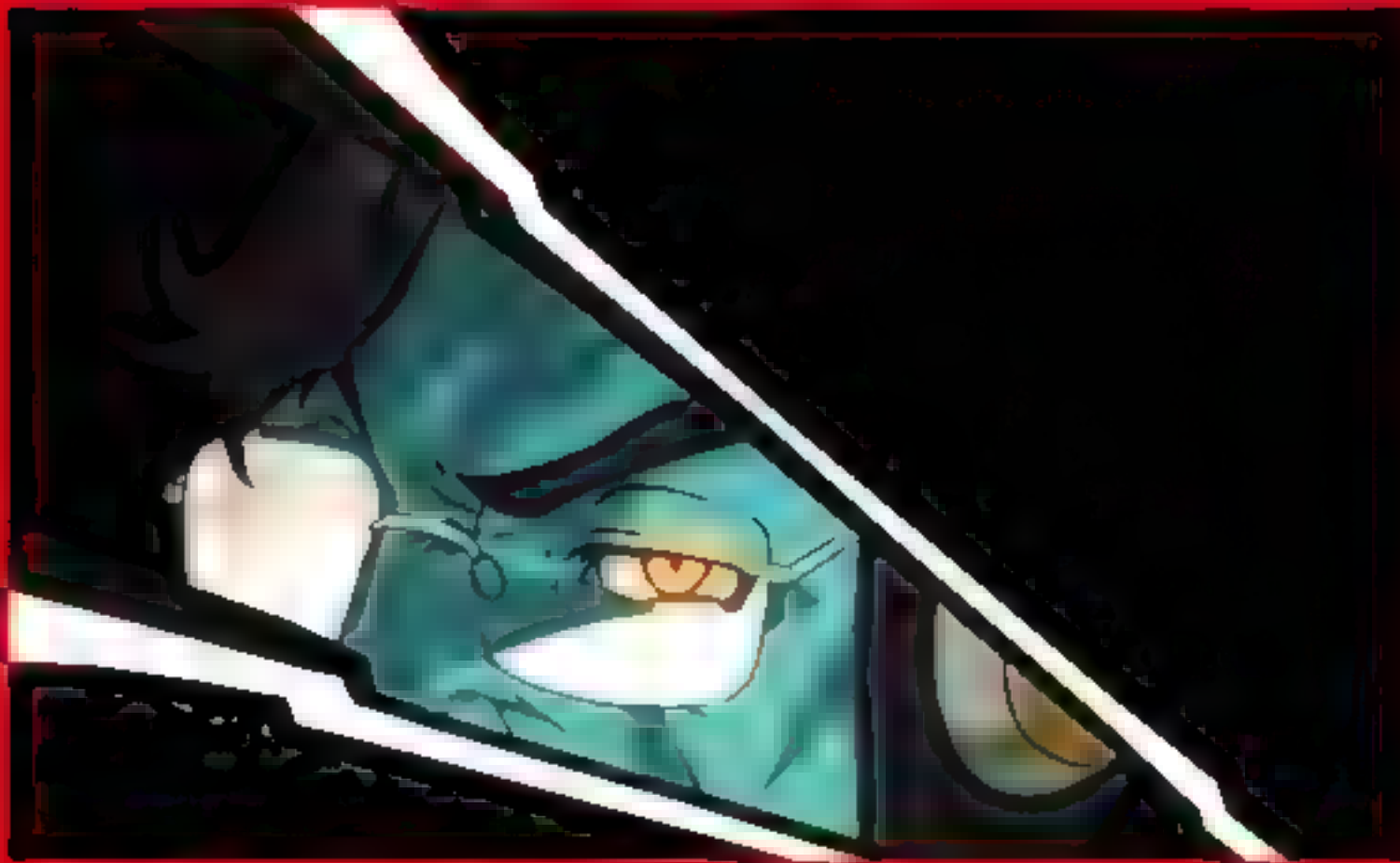


Scheming



Mac

## Cut-in (Shadow)



Scheming



Mac



Sorrowful





# Masayoshi Shido

JP: Shuichi Ikeda

An incumbent member of the House of Representatives in the Diet. A charismatic man of action and a skilled orator who doesn't mince words, with overwhelming support from the citizenry. He saw an opportunity in the string of mental shutdown cases and the Phantom Thieves incidents and reacted swiftly to take advantage of them. He also formed a new political party, the United Future Party, with an eye toward the upcoming election, and is seen as a top candidate for Prime Minister. However, in reality, Shido himself is pulling the strings behind the recent incidents and is ruthlessly eliminating all who stand in his way.

## Initial Image



### Creator's Comment

We designed Shido as a politician who gets lots of media exposure and serves as the voice of the people, though in truth, he is not acting independently. He's a demagogue with an intuitive sense for those people who are sometimes neglected by society and its laws and is willing to abuse that in order to increase his popularity. Indeed, we tried to distinguish him from the stereotypical image of a politician with parted or slicked-back hair. We wanted to make him look attractive on TV, and so gave him a shaved head. Well, another reason for that is because Director Hashino kept pushing for it, being like, "Shaved head, shaved head!" (\*laughs\*) In terms of clothing, we tried to make him seem like a smooth operator, a real doer kind of guy, with a flashiness and clean appeal that would make him a hit among the housewives of the world as well. On the other hand, much like with Madarame, we also wanted to lend to him a shady-looking, "we don't know what this guy actually does" kind of feeling.





威臣

Dietman





## ■ Masayoshi Samael Shido



### Creator's Comment

He gets compared to the "three-times-faster guy\*" so much, but really, I was completely unaware of the similarities when I designed him. Since we were going with a dictatorial image, the basis of his look was a military uniform with a bunch of medals pinned on it, something that screams "this dude's important." By having him wear a mask like the protagonists do, it reinforces the notion that he's a particularly special foe. The mask's spikes are a gimmick designed to showcase strength and self-importance, but at the same time, a Statue of Liberty-esque uniqueness.

\*Refers to Char Aznable, a character from Gundam noted for his custom specs (Char-custom) and the joke that making something red will instantly cause it to be "three times faster."



### Creator's Comment

Initially, the battle sequence with Shido was supposed to end after the bit with masked Shido riding the lion and sitting in the pyramid. However, a lot of people on the team raised concerns like, "There isn't a lot of catharsis fighting this otherworldly monster," and "Don't you just want to haul off and whack the guy face-to-face here?" So, in order to really pump up the sense of finality, we added a fight with the real humanoid Shido. We tried to make that iteration of the character really macho, like how you imagine the boss of a big organization would be after your heroes have taken down all his flunkies. So, you know, it's not like this guy can just throw himself at the feet of the heroes and end things like some punk; but rather he looks at them and goes, "Fine, if that's how we're going to do this," yanks off his jacket, and gets in your face as a last-boss type of character. That's the kind of thing we wanted to express with his design.



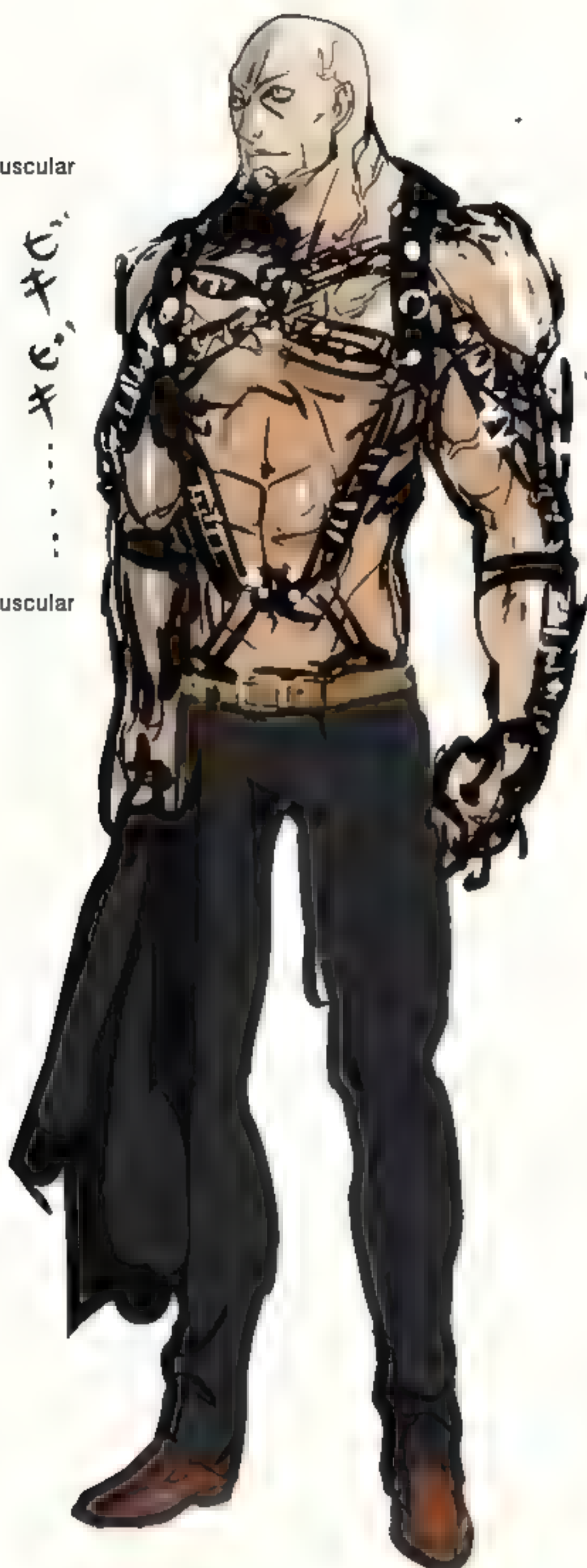


#### Creator's Comment

There were various reasons why we chose to put Shido into one of those "tough-guy braces," one reason being that it just looked a little bland to have the upper half of his body be totally bare. Plus, he only gets about one size bigger when he takes off his jacket and powers up, so if he didn't have the brace and you were to beat him right after that, it'd make him look like a chump, someone who had been all talk. And you'd think someone who made frequent media appearances would be aware that they're being watched, so they'd hit the gym, despite there being people who think, "There's no need for this guy to be so macho." Shido's certainly the type who trains his body, so the tough-guy brace also expresses a certain appeal, like, "Hell yeah, I hit the gym for training every day!" and "I'm even sexy naked, ain't I?"

muscular

muscular



Dietman Boss : The 2nd battle

議員ボス 第2戦イメージ

少年時代の姿が現れる。  
とかいって  
どう?



What if his childhood version appears as his true self when he's beaten?





The first battle concept

# 敵モンスター第1戦イメージ





His modes

攻勢モード

It makes human pyramid and turns in defensive mode.

It attacks with the cannon.

Pyramid mode

籠城モード

人形ピラミッドを  
形成しガンダム兵器は

砲撃から攻撃  
し出す

攻撃モード

Attack mode

Flying mode

飛行モード

翼生利

Has wings.

They fold their arms  
at the corner.

各々の角（隅）で  
両腕を折りこむ

They stand on the slant.

斜面に立つ  
姿勢を統一する

砲身

Like piggyback  
riding

肩組が  
更に肩組の  
上へ

底面は  
背を下にして  
地面を這うようにする

Their backs are facing  
the ground.



## Close-up

### ■ Normal



Casual Clothes



Shadow (with mask)

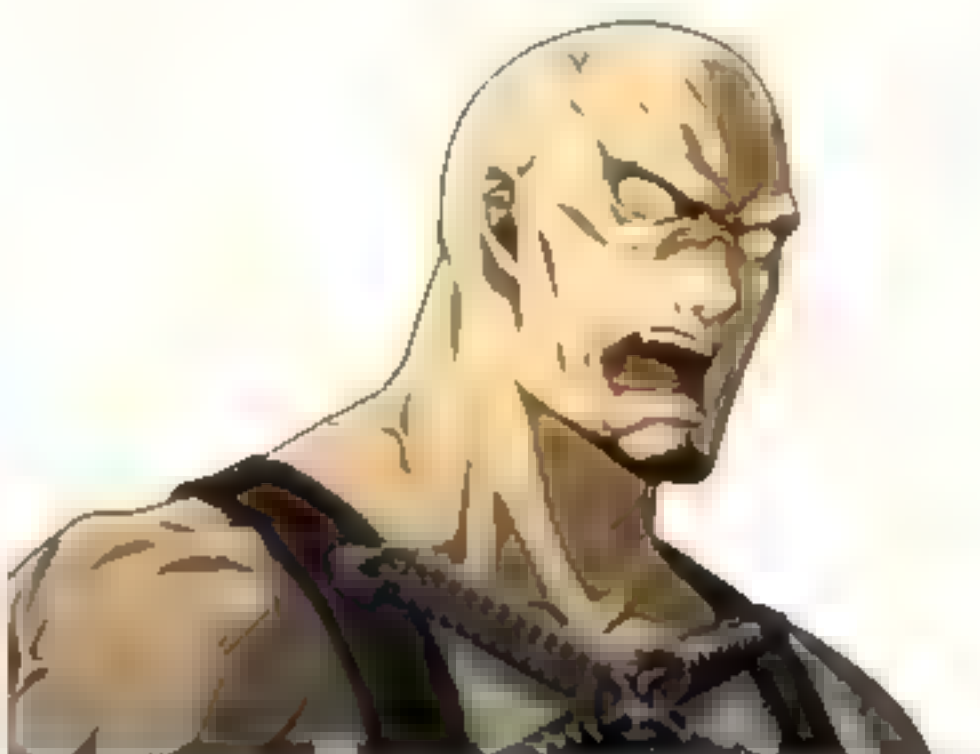


Shadow

### ■ Smiling



Shadow (with injured)



Masayoshi Samael Shido



Casual Clothes



Shadow (with mask)

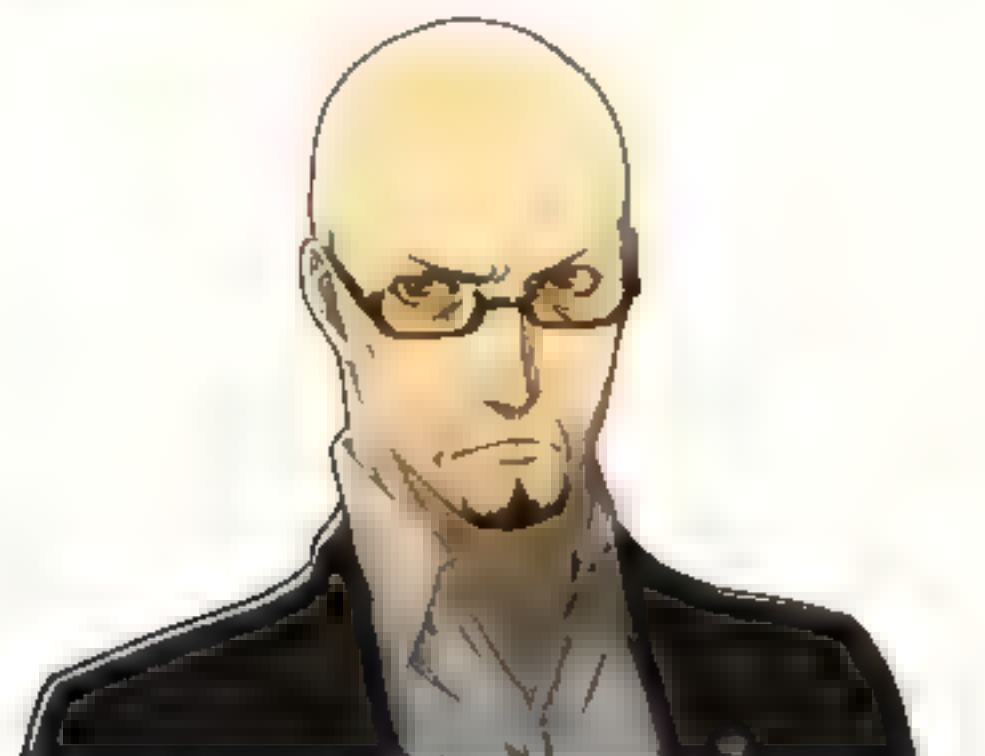


Shadow



Shadow (with injured)

### ■ Angry



Casual Clothes



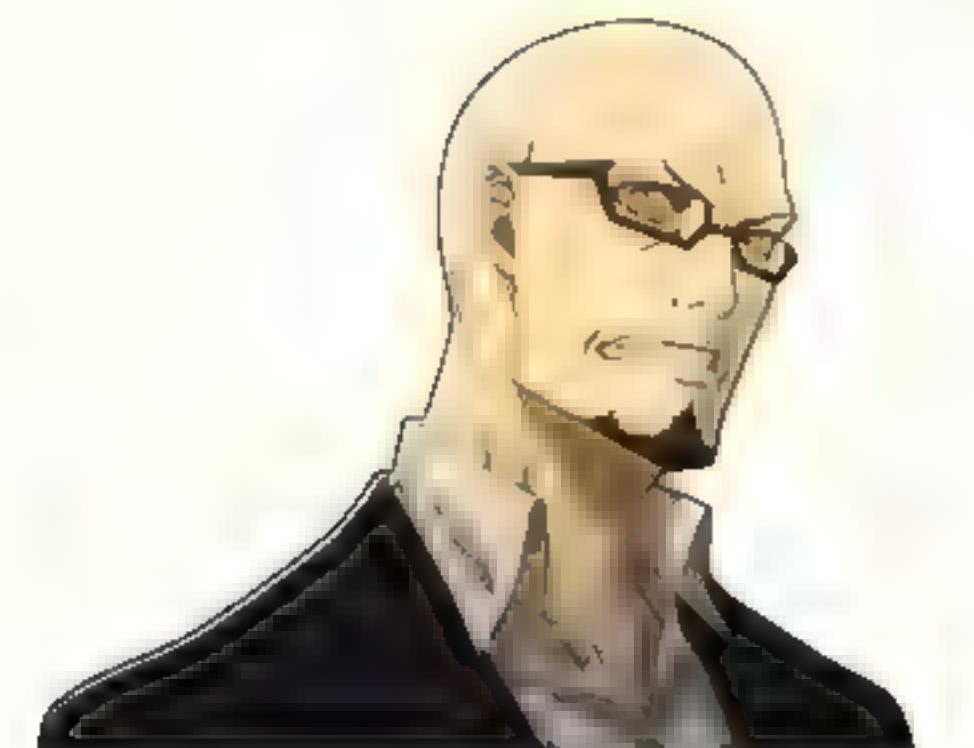
Casual Clothes/Wicked



Shadow (with mask)



■ Sad



Shadow



Casual Clothes



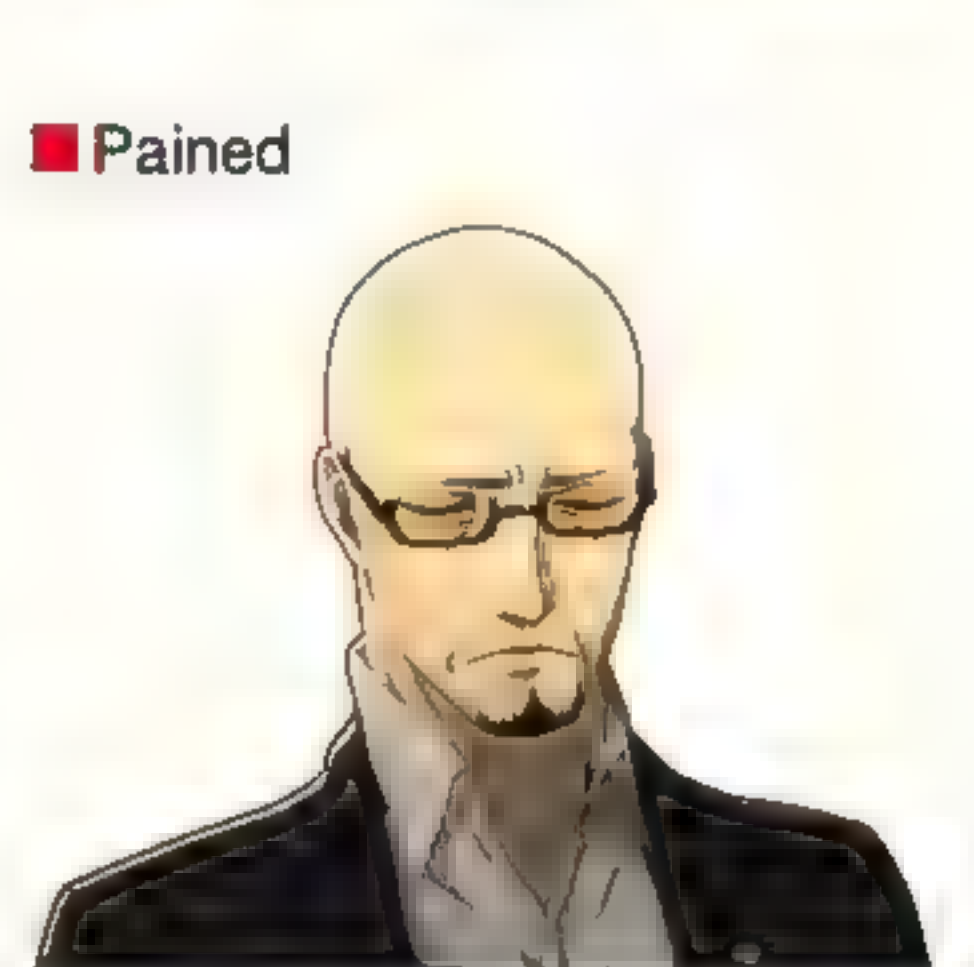
Casual Clothes (without eyeglasses)



Shadow (with mask)



Shadow (with injured)



Casual Clothes

■ Pained



Casual Clothes (without eyeglasses)



Shadow (with mask)



Casual Clothes (with blood)

■ Nervous



Casual Clothes

■ Drunk



## Cut-in



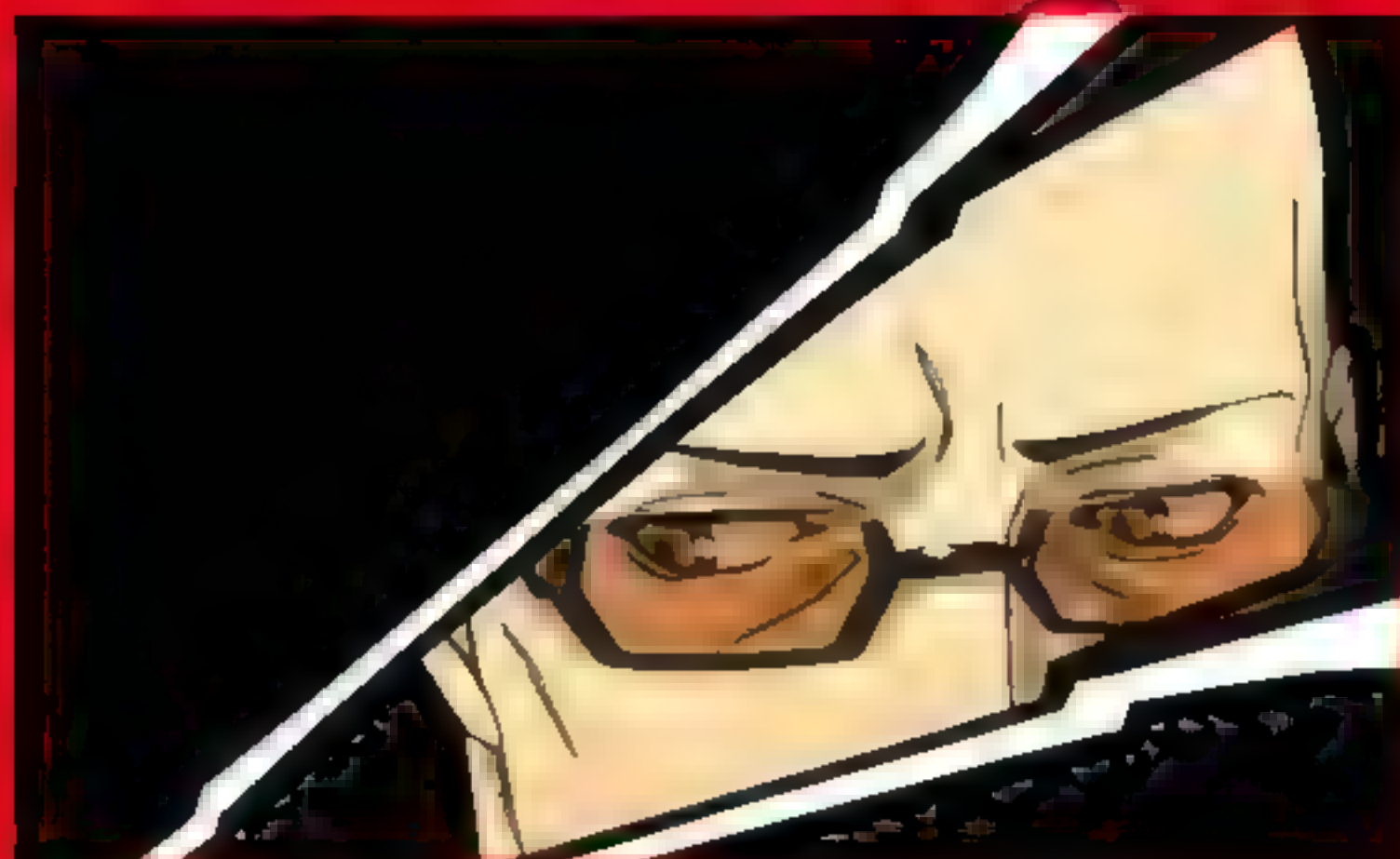
Pained



Knowing



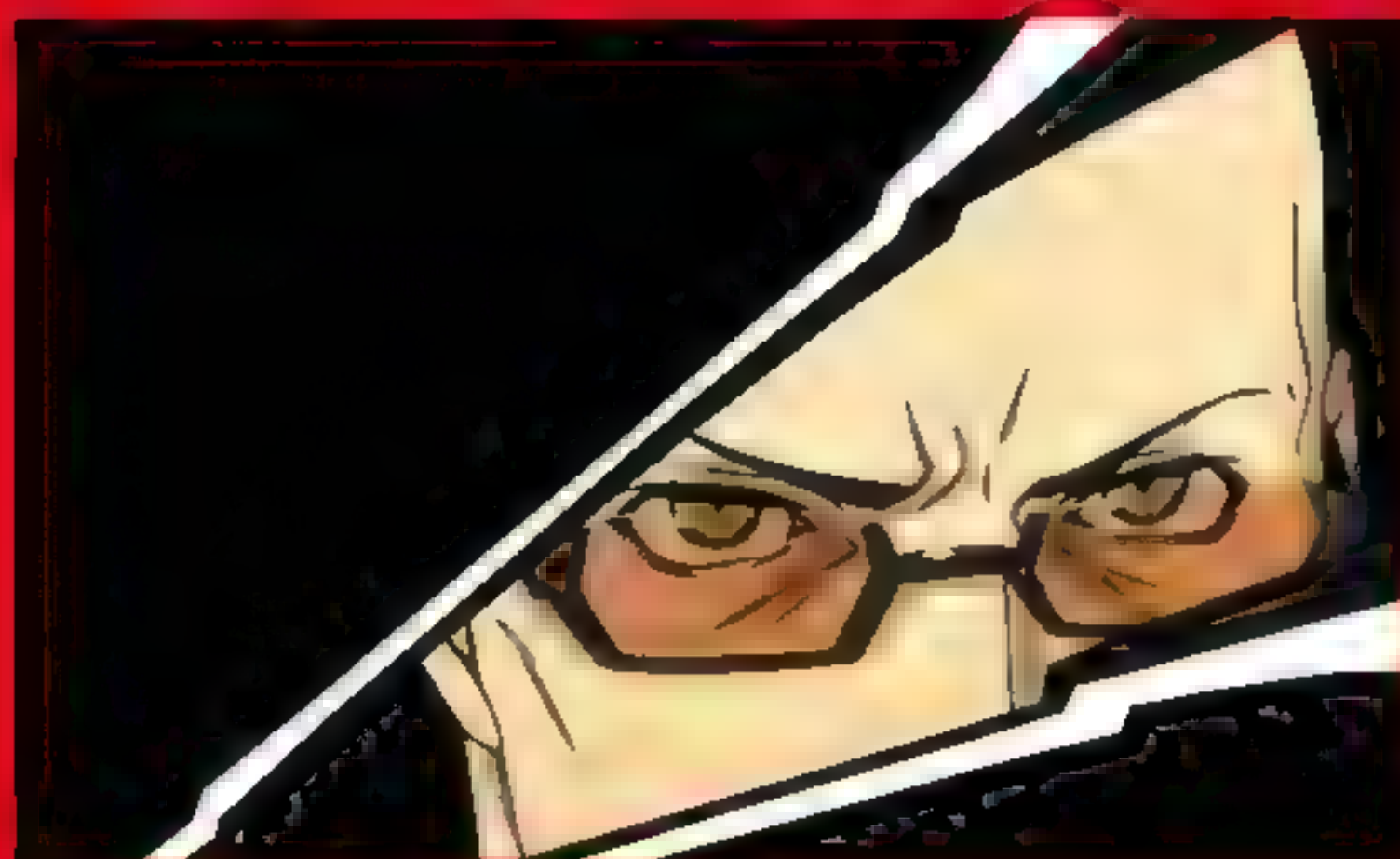
Evil



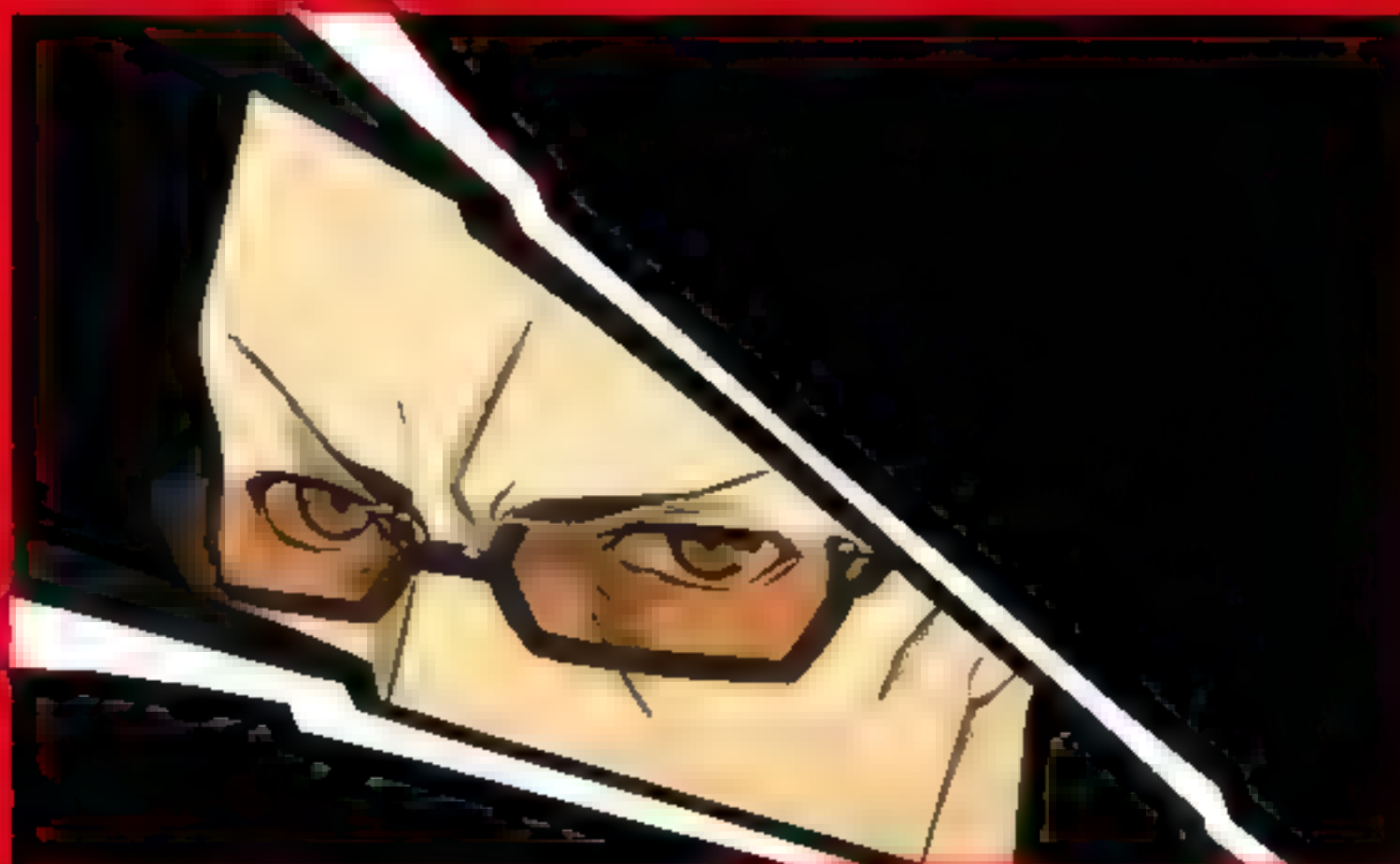
Sorrowful



Surprised



Mad



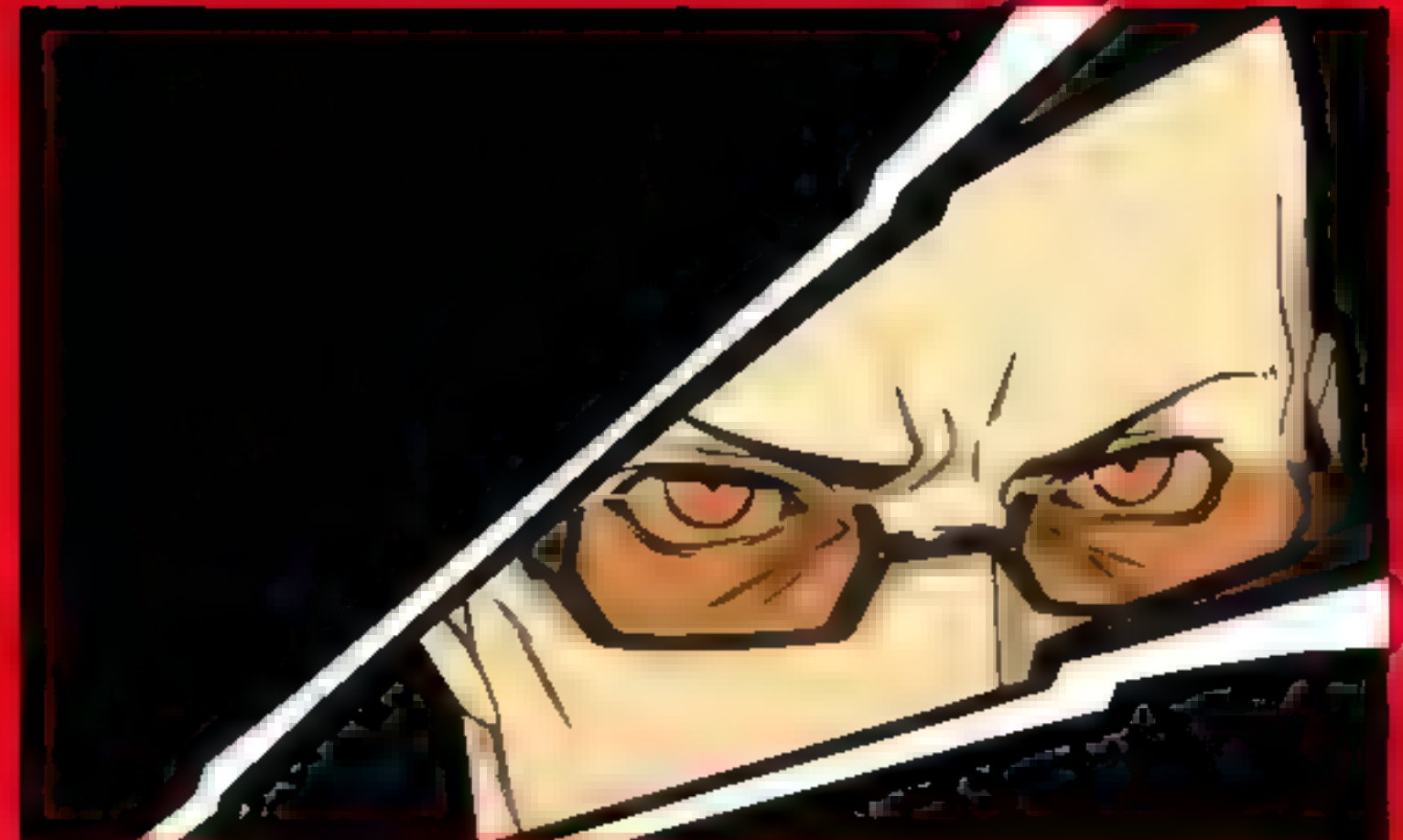
Suspicious



## Cut-in (Cognitive world)

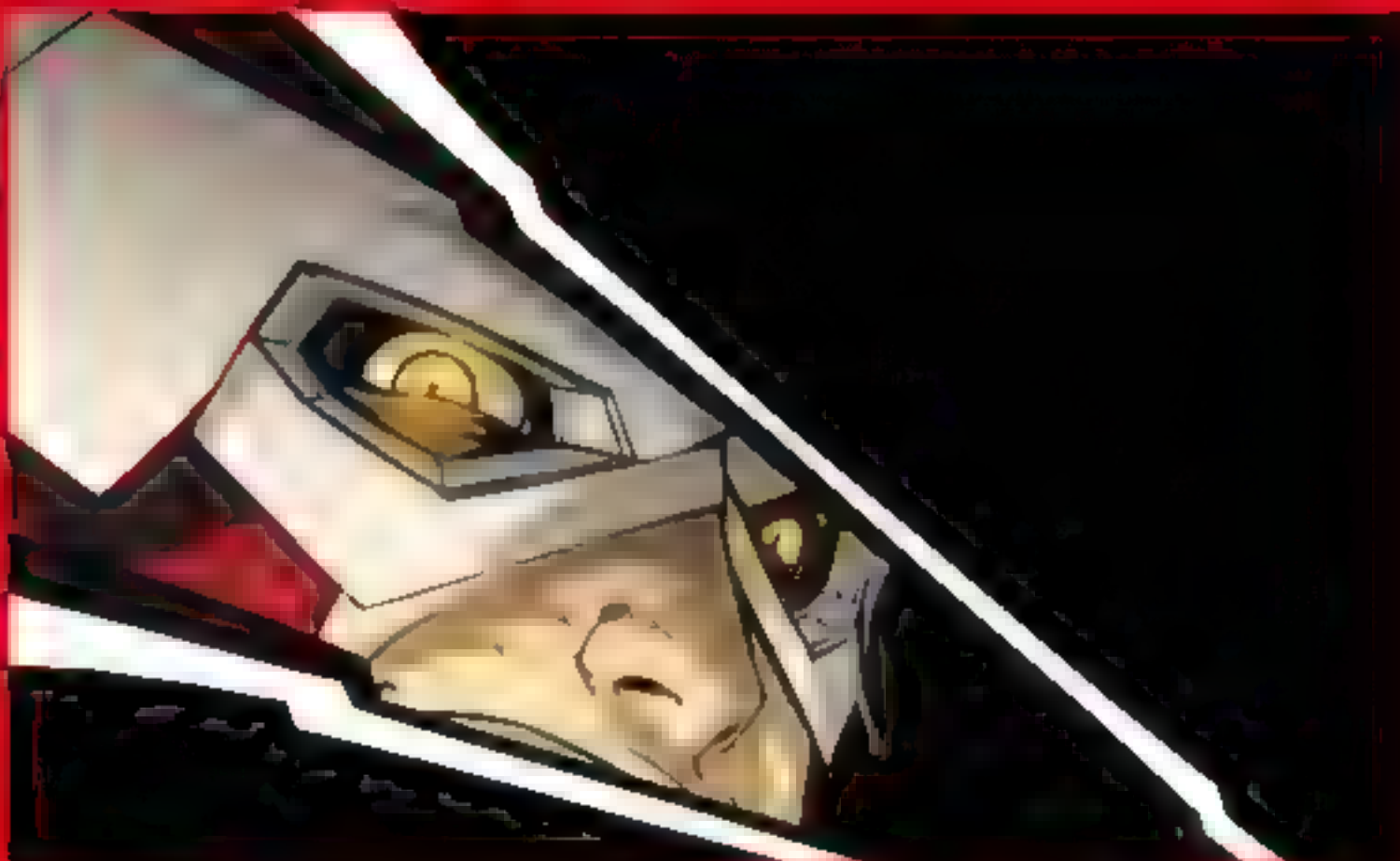


Scheming



Mad

## Cut-in (Shadow)



Scheming

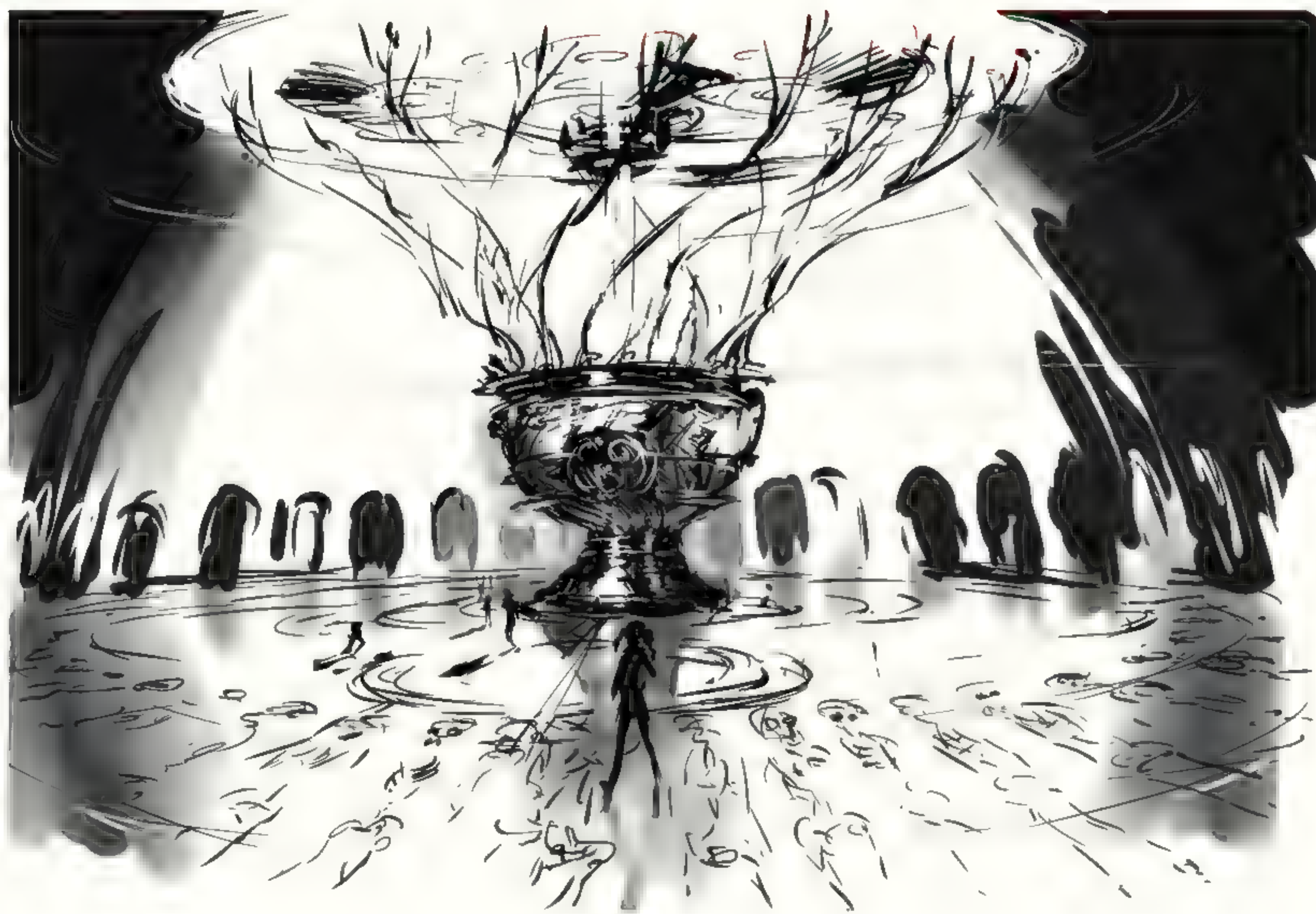
## Security Level Meter





## Holy Grail

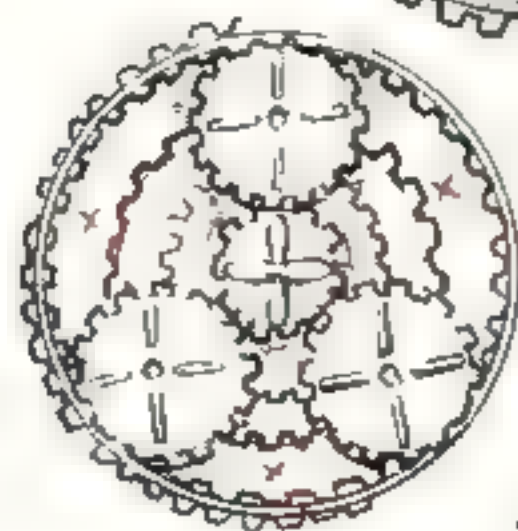
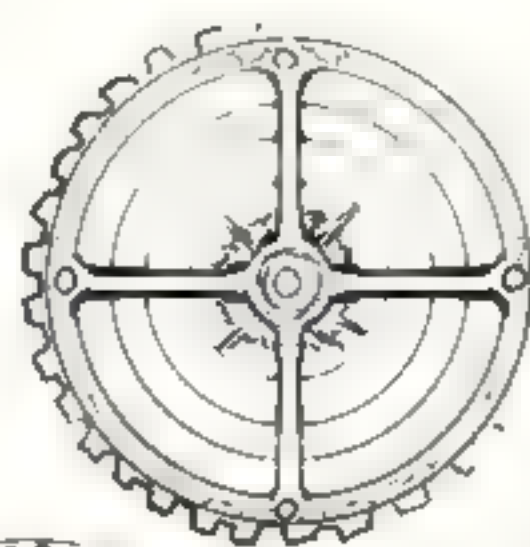
### Initial Image



Final Boss  
The 1st Form



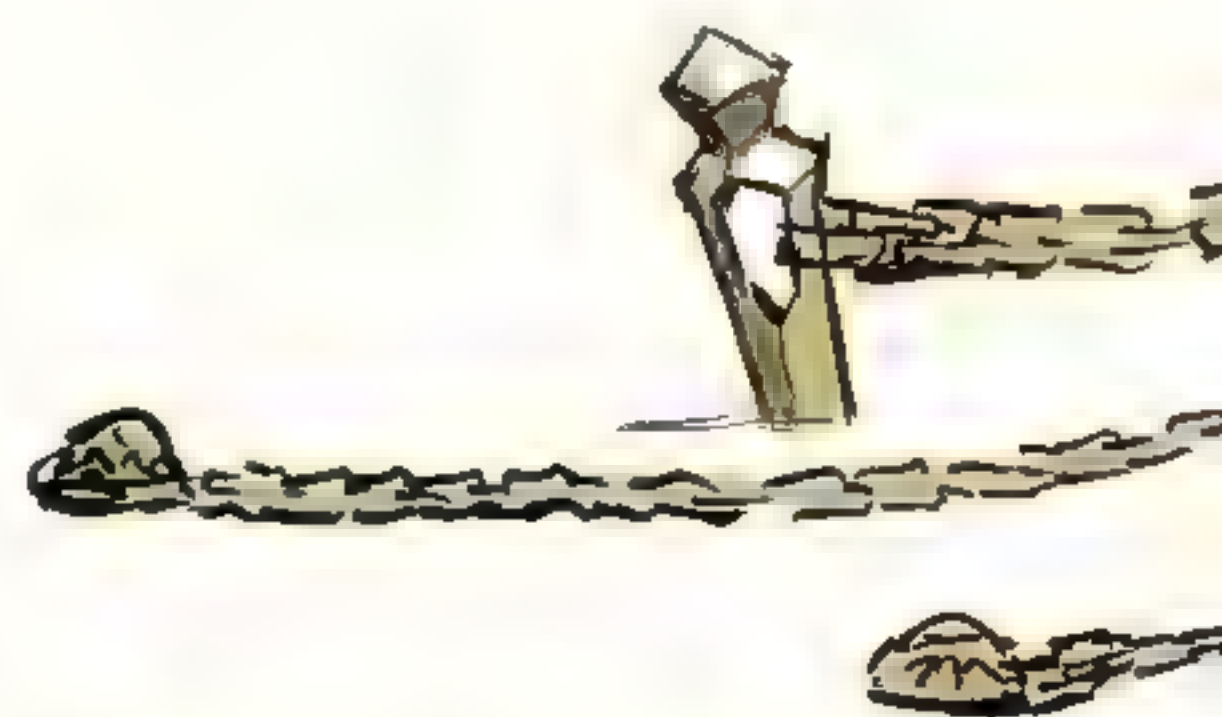
金ピカ Golden



Bulges slightly

若干

バカシ



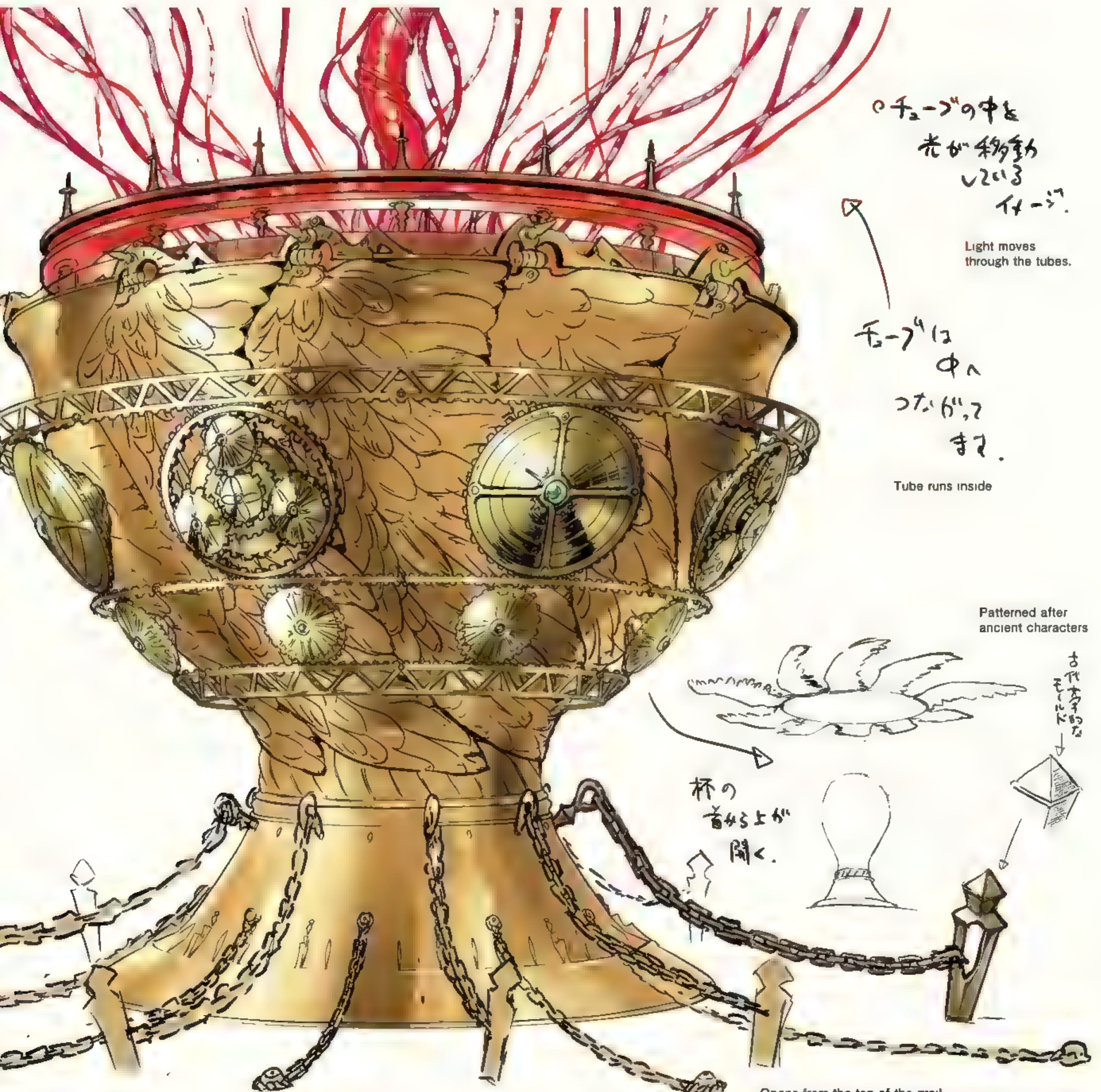


This treasure sleeps in the deepest recesses of Mementos, the largest Palace of all, formed by the collective masses of people who couldn't produce their own Palaces. The Grail itself is believed to have existed since ancient times, granting humanity's wishes, but...



Creator's Comment

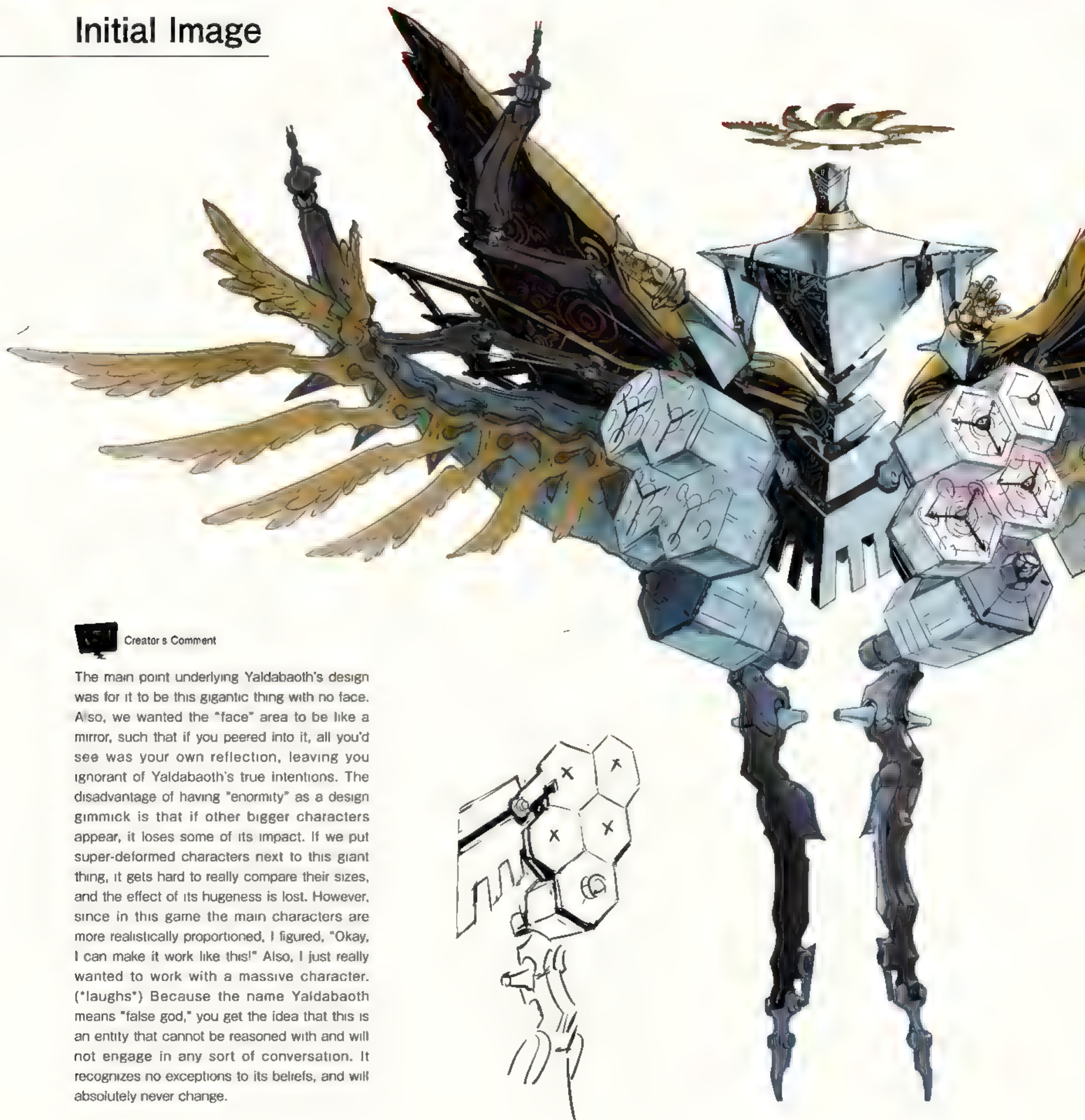
The Holy Grail was designed to convey the sense that it is the overseer of everyone caught in the collective unconscious. To that end, we thought of it as a "system," something with a cold, mechanical design. Since it transforms and becomes the head portion of Yaldabaoth, we also designed them in conjunction with one another





## Yaldabaoth

## Initial Image



## Creator's Comment

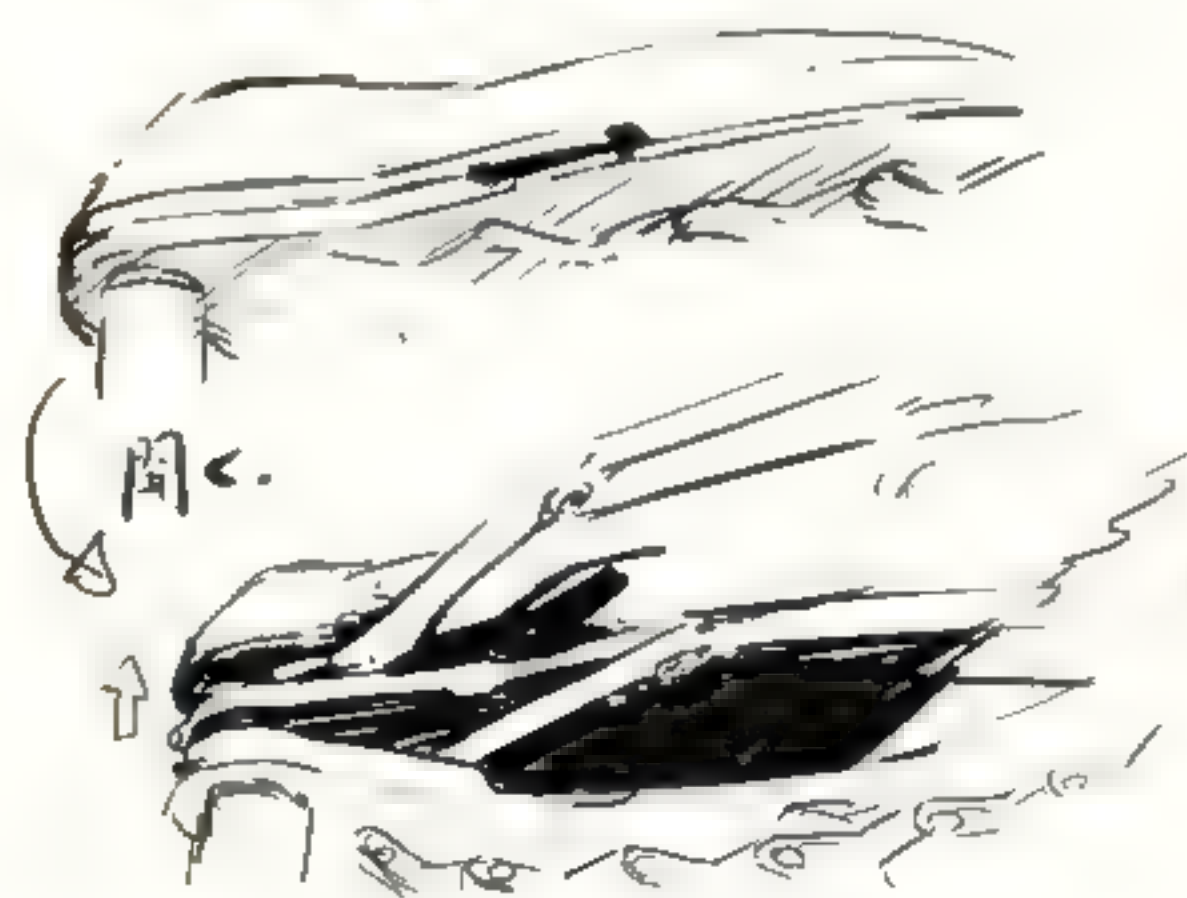
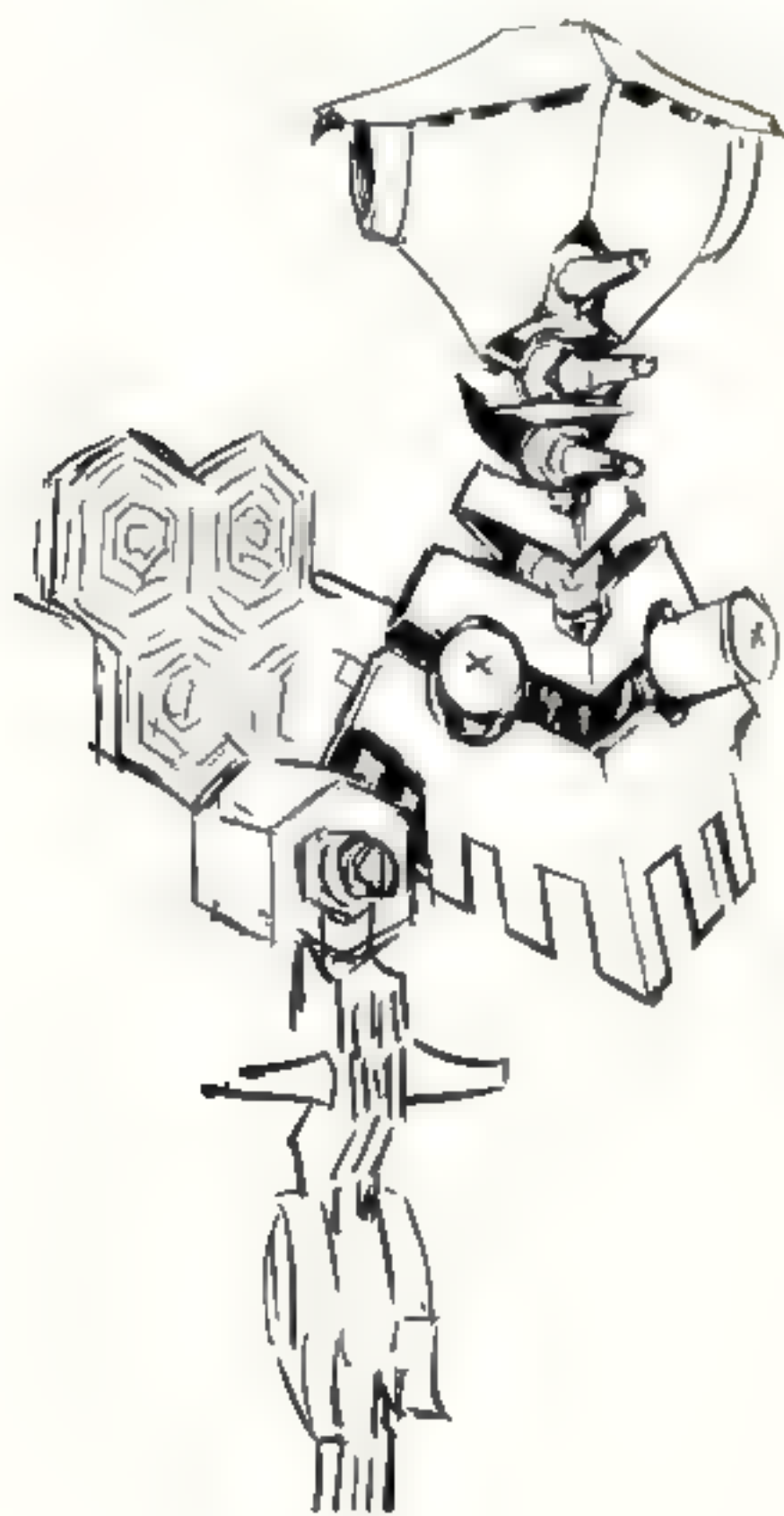
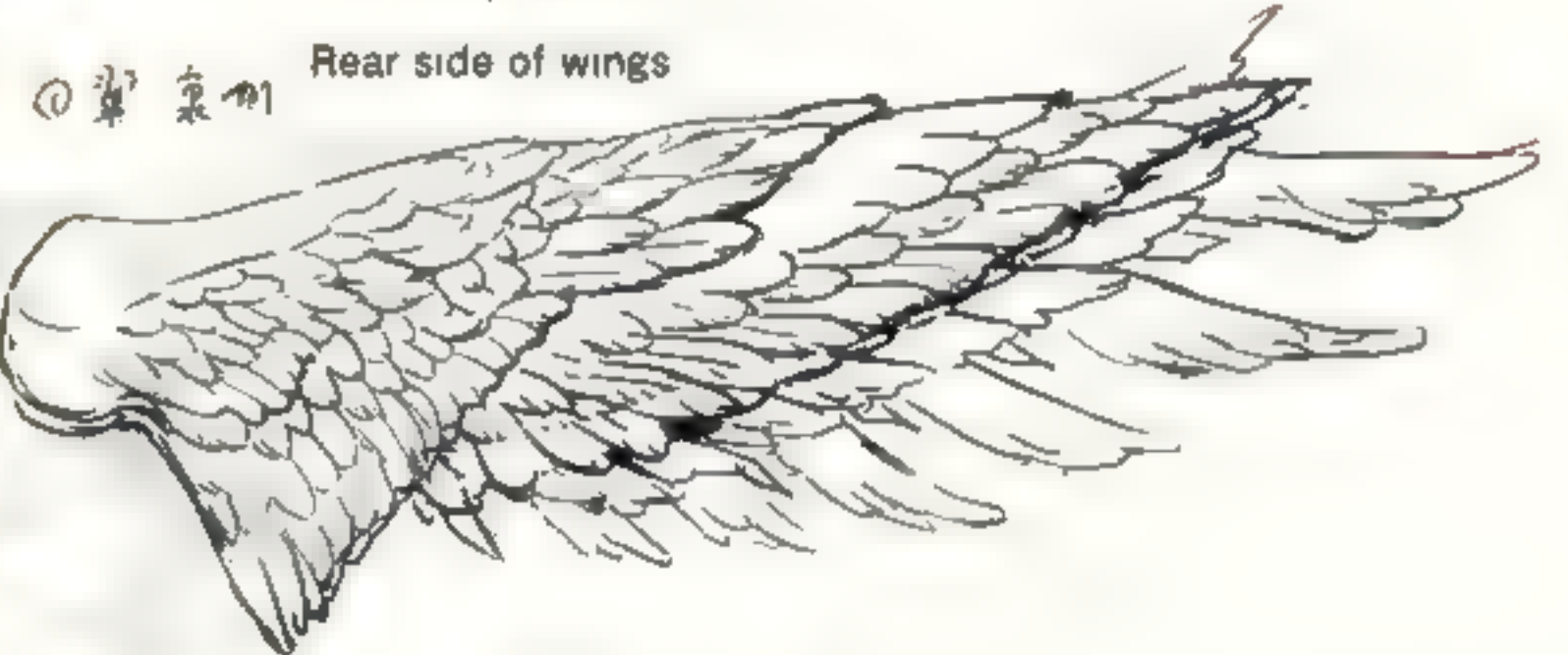
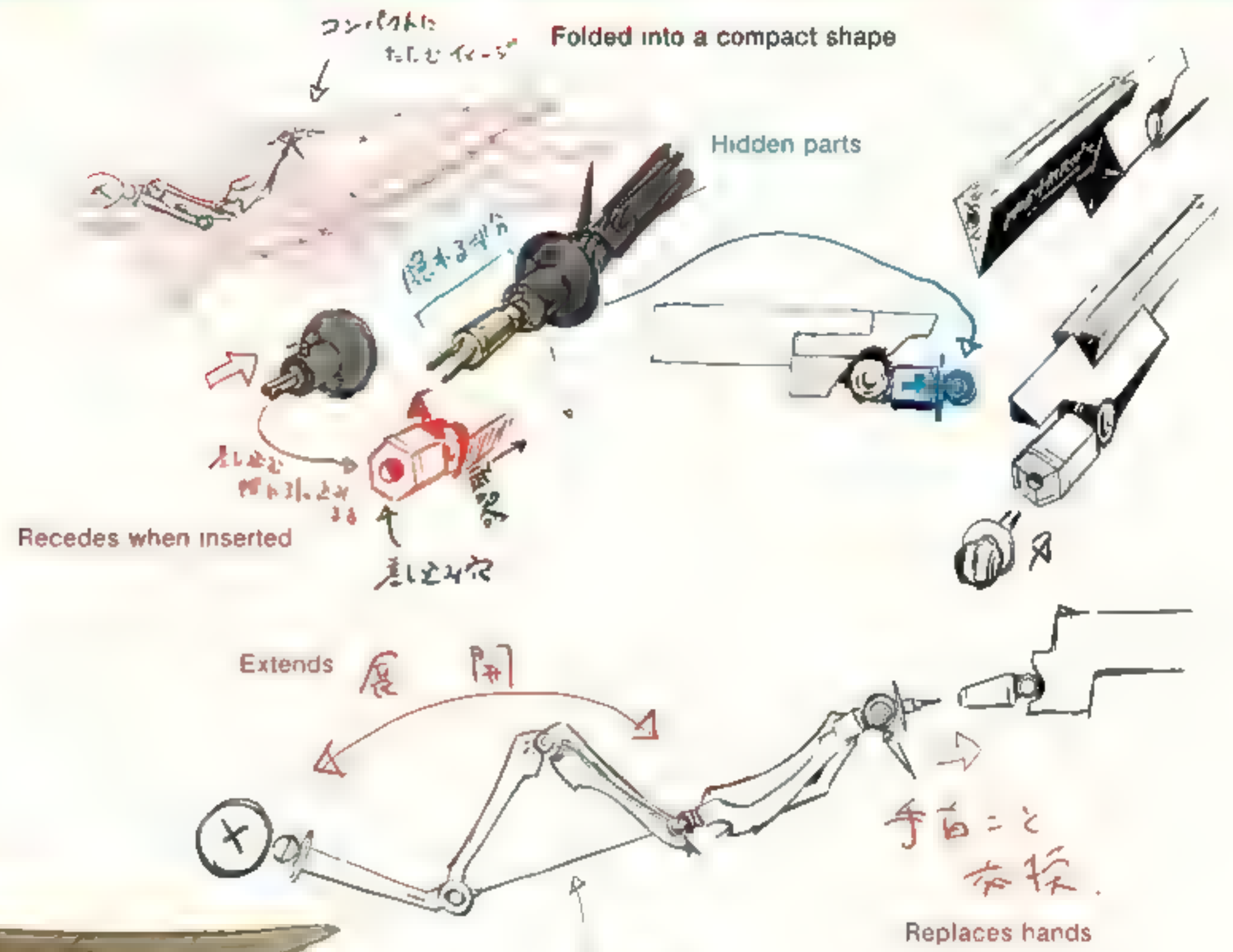
The main point underlying Yaldabaoth's design was for it to be this gigantic thing with no face. Also, we wanted the "face" area to be like a mirror, such that if you peered into it, all you'd see was your own reflection, leaving you ignorant of Yaldabaoth's true intentions. The disadvantage of having "enormity" as a design gimmick is that if other bigger characters appear, it loses some of its impact. If we put super-deformed characters next to this giant thing, it gets hard to really compare their sizes, and the effect of its hugeness is lost. However, since in this game the main characters are more realistically proportioned, I figured, "Okay, I can make it work like this!" Also, I just really wanted to work with a massive character. (\*laughs\*) Because the name Yaldabaoth means "false god," you get the idea that this is an entity that cannot be reasoned with and will not engage in any sort of conversation. It recognizes no exceptions to its beliefs, and will absolutely never change.



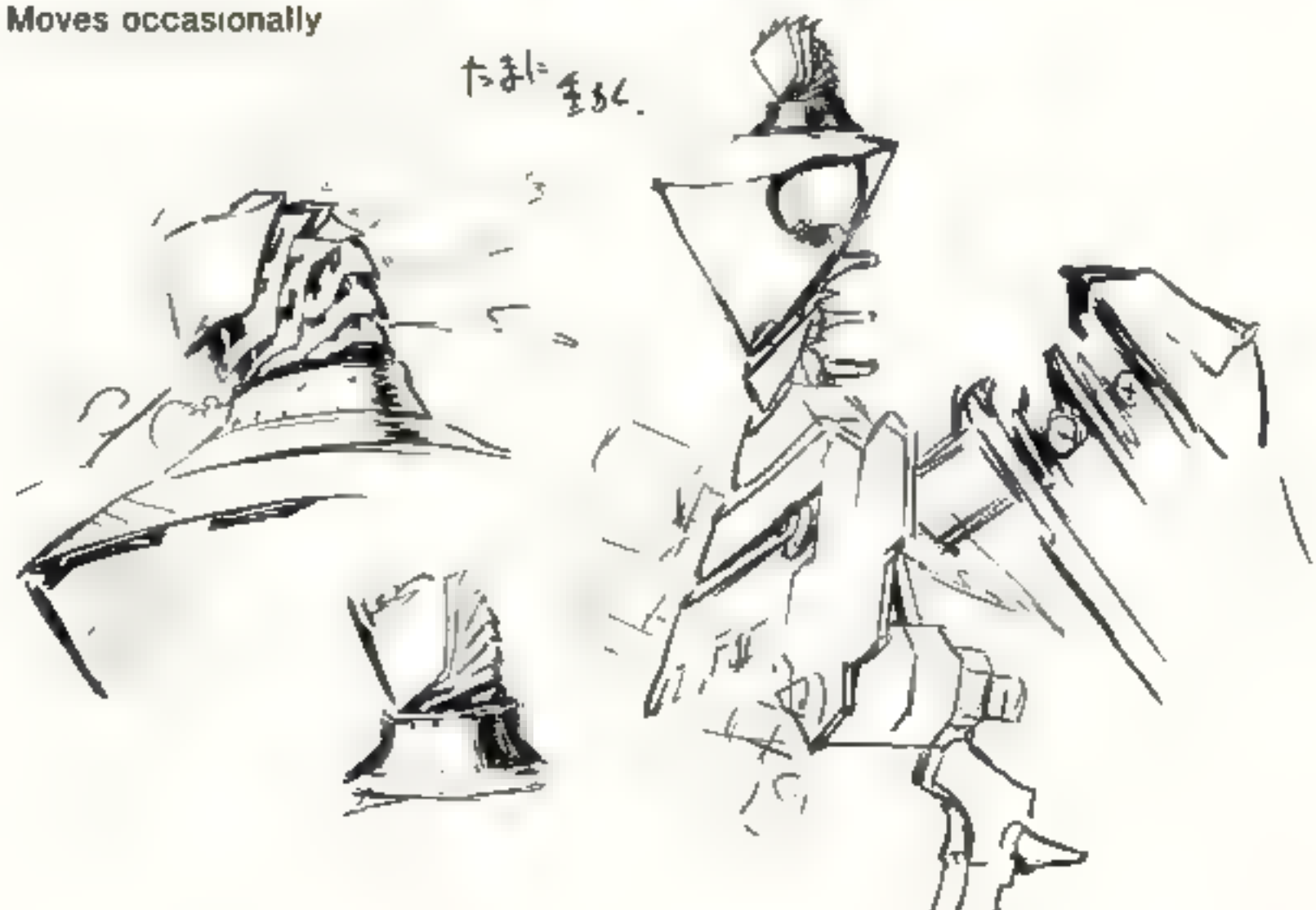
Through the warped and twisted wishes of humanity, the Holy grail transforms into the God of Control.

Final Boss  
The 2nd Form

ラスボス  
第2形態



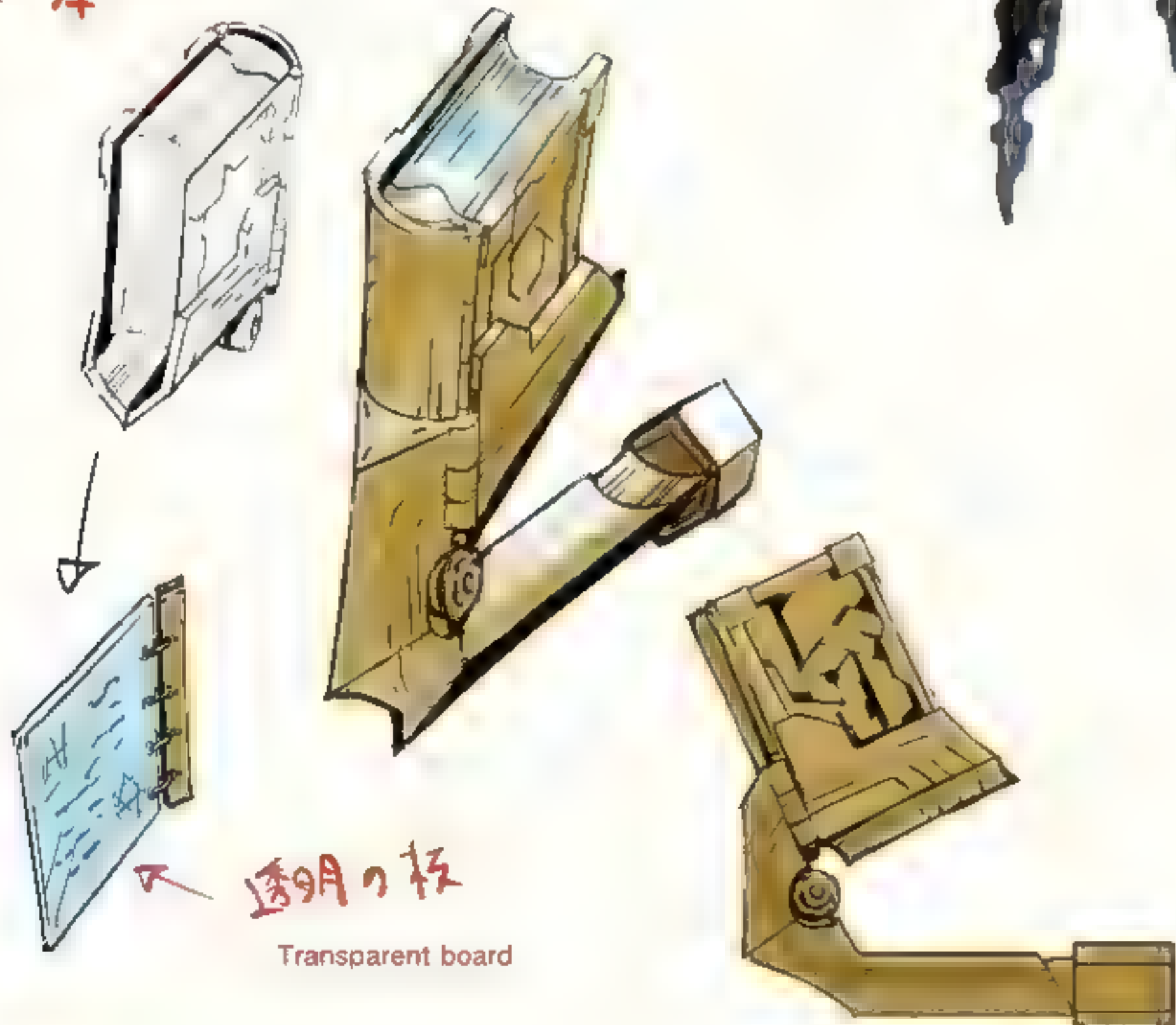
Moves occasionally







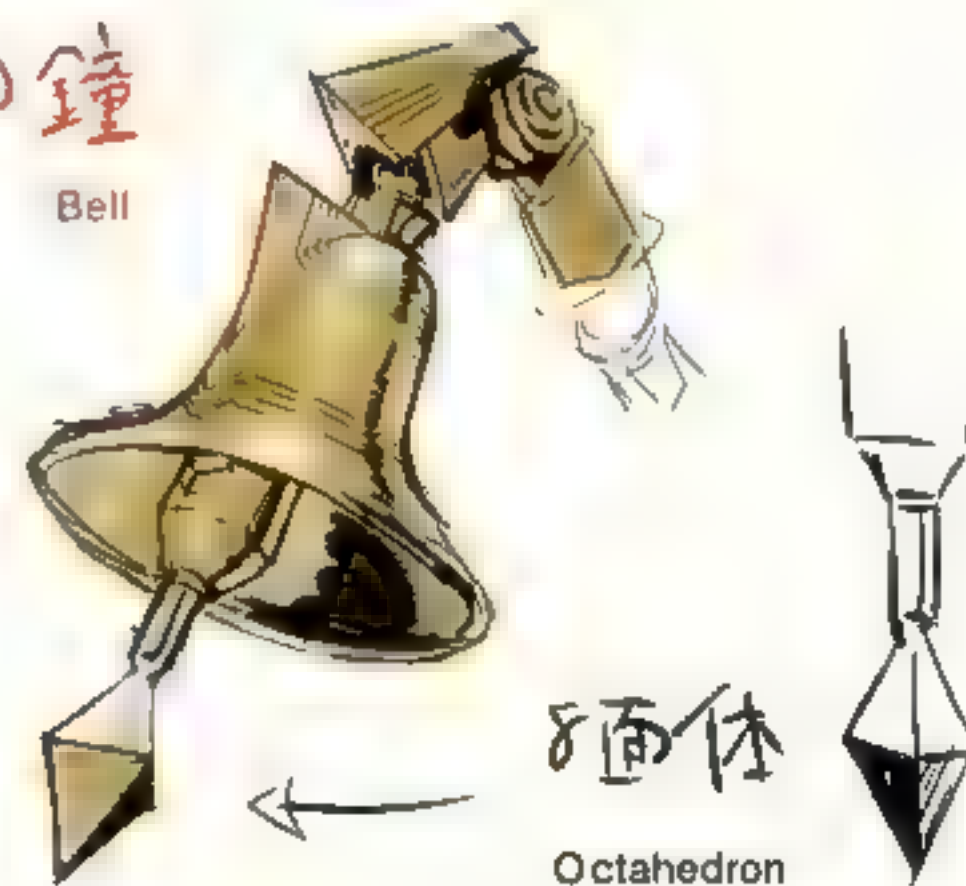
◎ 本 Book



透明の板

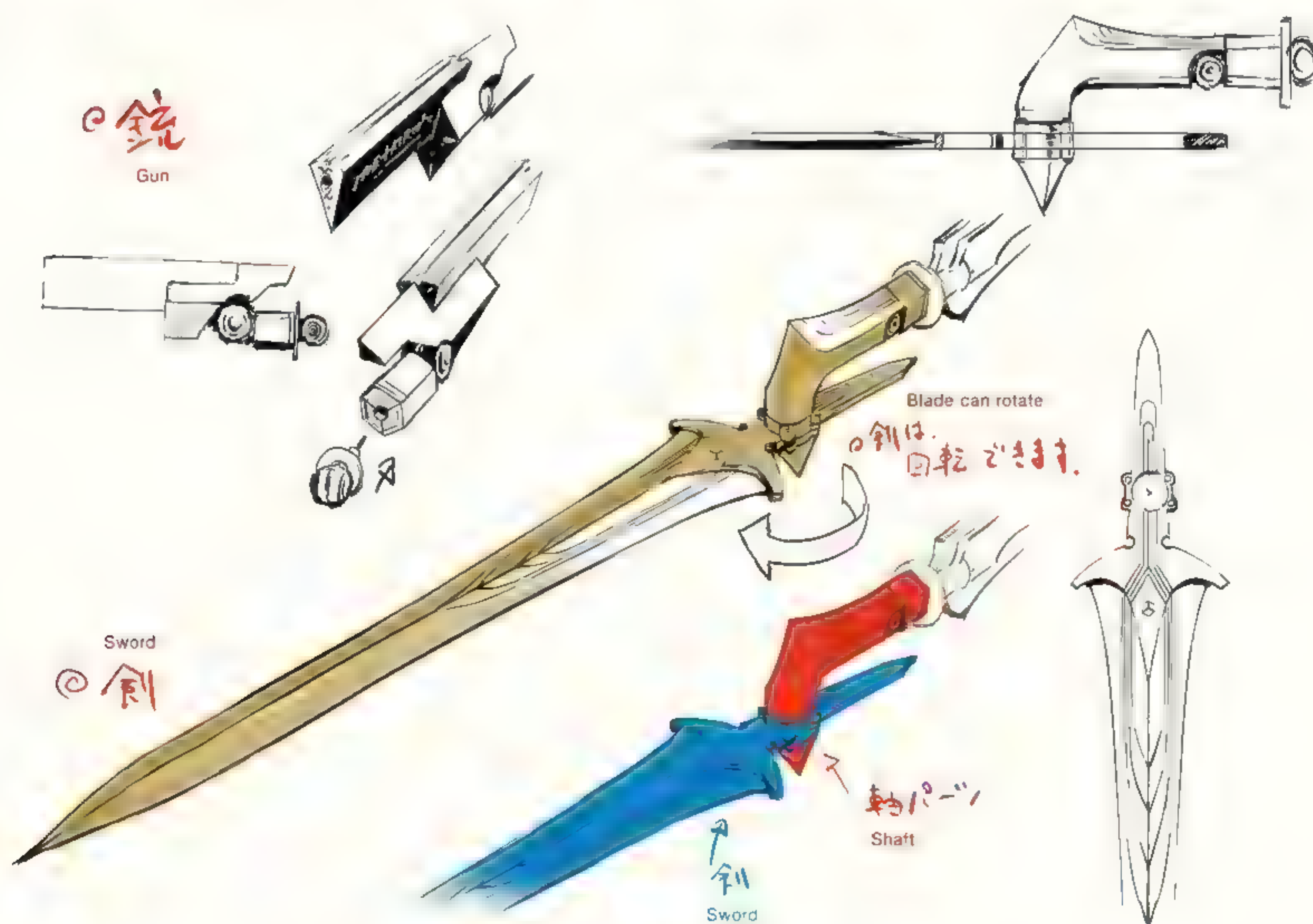
Transparent board

◎ 鐘 Bell



八面体  
Octahedron







# Shiho Suzui

JP: Akemi Sato

Ann Takamaki's close friend, and a member of the volleyball team. Suguru Kamoshida, angry that Takamaki will not yield to his advances, subjects Shiho to repeated physical violence and sexual harassment under the pretext of "guidance." She tries to endure, but in the end cannot bear it and jumps from the roof of the school in a suicide attempt.

■ Normal



Sweatsuit

## Close-up

■ Normal



Sweatsuit/injured

■ Smiling



Sweatsuit

■ Surprised



Sweatsuit

## Initial Image

■ Angry



Sweatsuit

■ Sad



Sweatsuit

■ Pained



Sweatsuit/injured



Sweatsuit



Sweatsuit/injured



Annの親友

Best Friend of Ann



# Mika

JP: —

An associate of Ann's who works as a model. She carefully perfects her appearance, speech, and mannerisms, flatters the staff at photoshoots, and is willing to drag others down if it gets her ahead in her modeling career. A rotten personality, but highly professional

■ Normal



Photoshoot 1

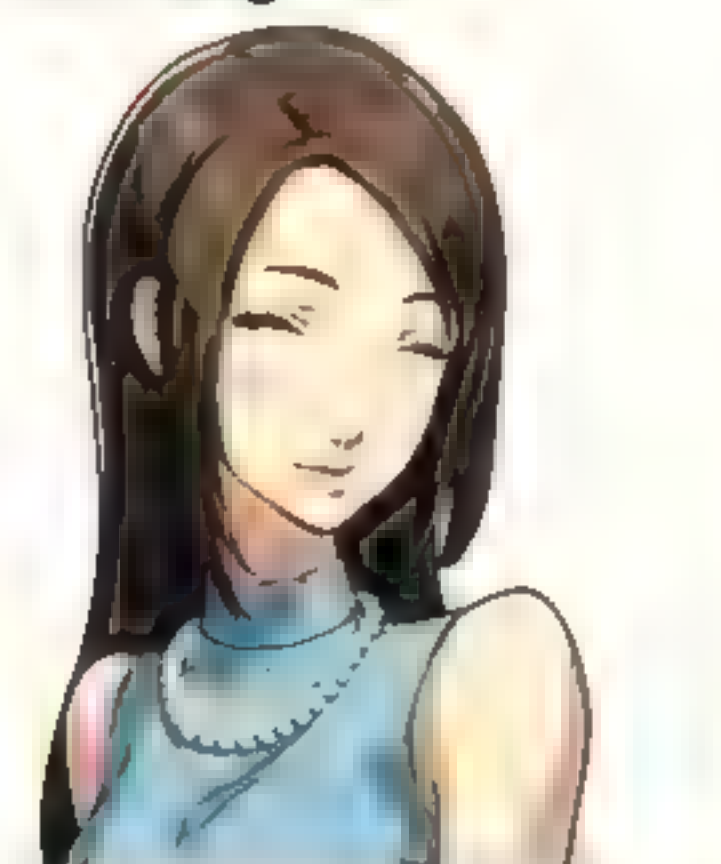
## Close-up

■ Normal



Photoshoot 2

■ Smiling



Photoshoot 1



Photoshoot 2

■ Angry

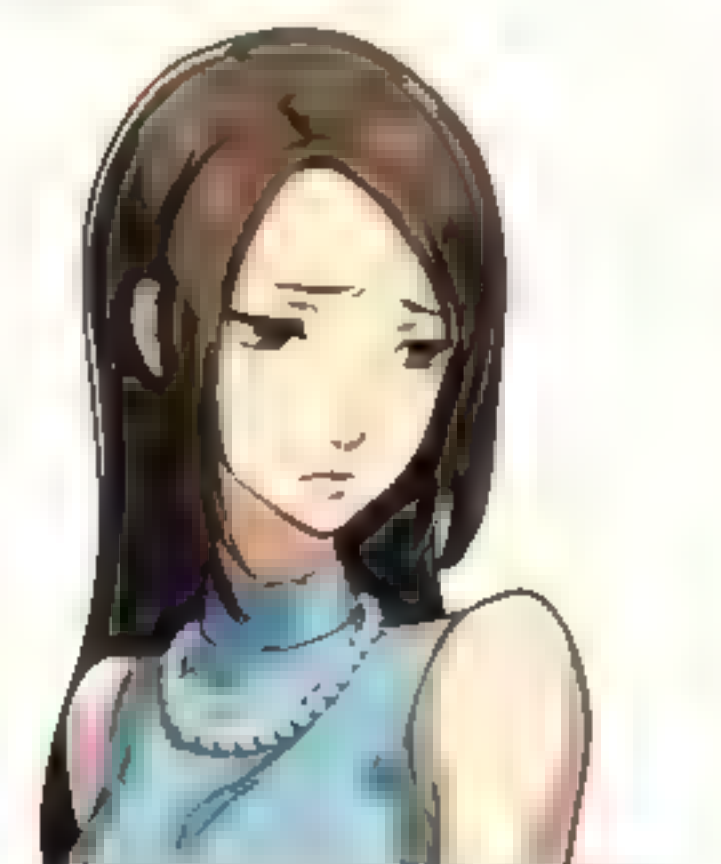


Photoshoot 1



Photoshoot 2

■ Sad

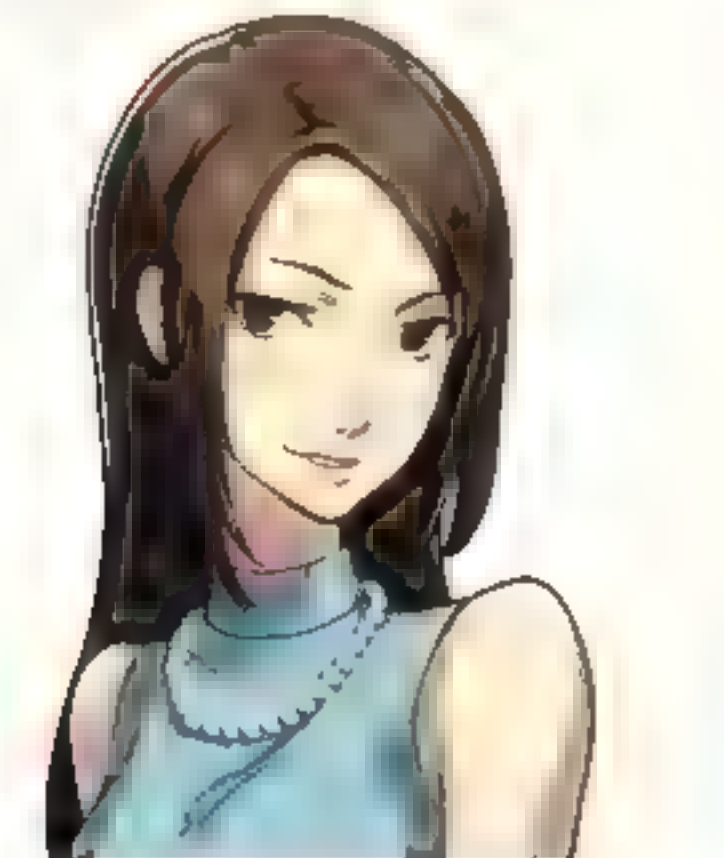


Photoshoot 1



Photoshoot 2

■ Scheming



Photoshoot 1

■ Irritated



Photoshoot 1



Photoshoot 2



# Haru's Fiance

JP: Hisayoshi Suganuma

President Okumura selected this person as Haru's fiance, believing him to be a stepping stone for his foray into politics. This man's parents are influential members of the Diet, and he hides behind their political authority, behaving self-centeredly and being a generally arrogant, lazy son. He sees Haru as nothing more than an outlet for his desires, a toy for his amusement.

■ Normal



Real World

## Close-up

■ Smiling



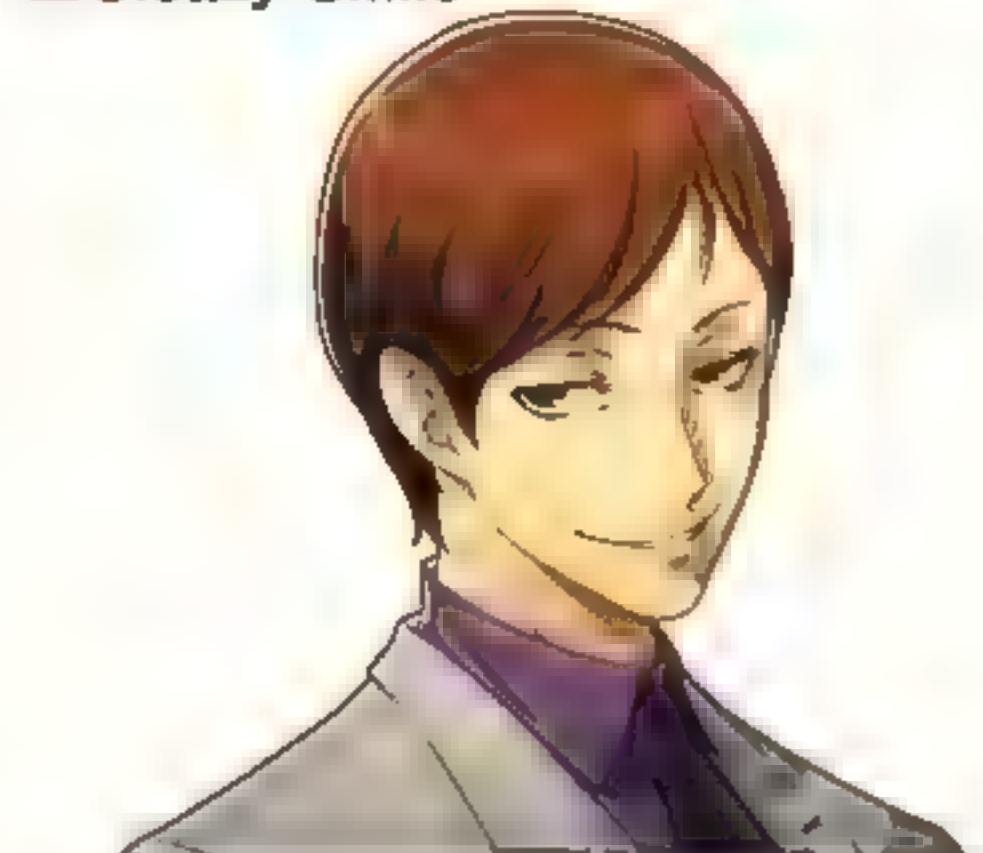
Real World

■ Angry



Real World

■ Sleazy Smile



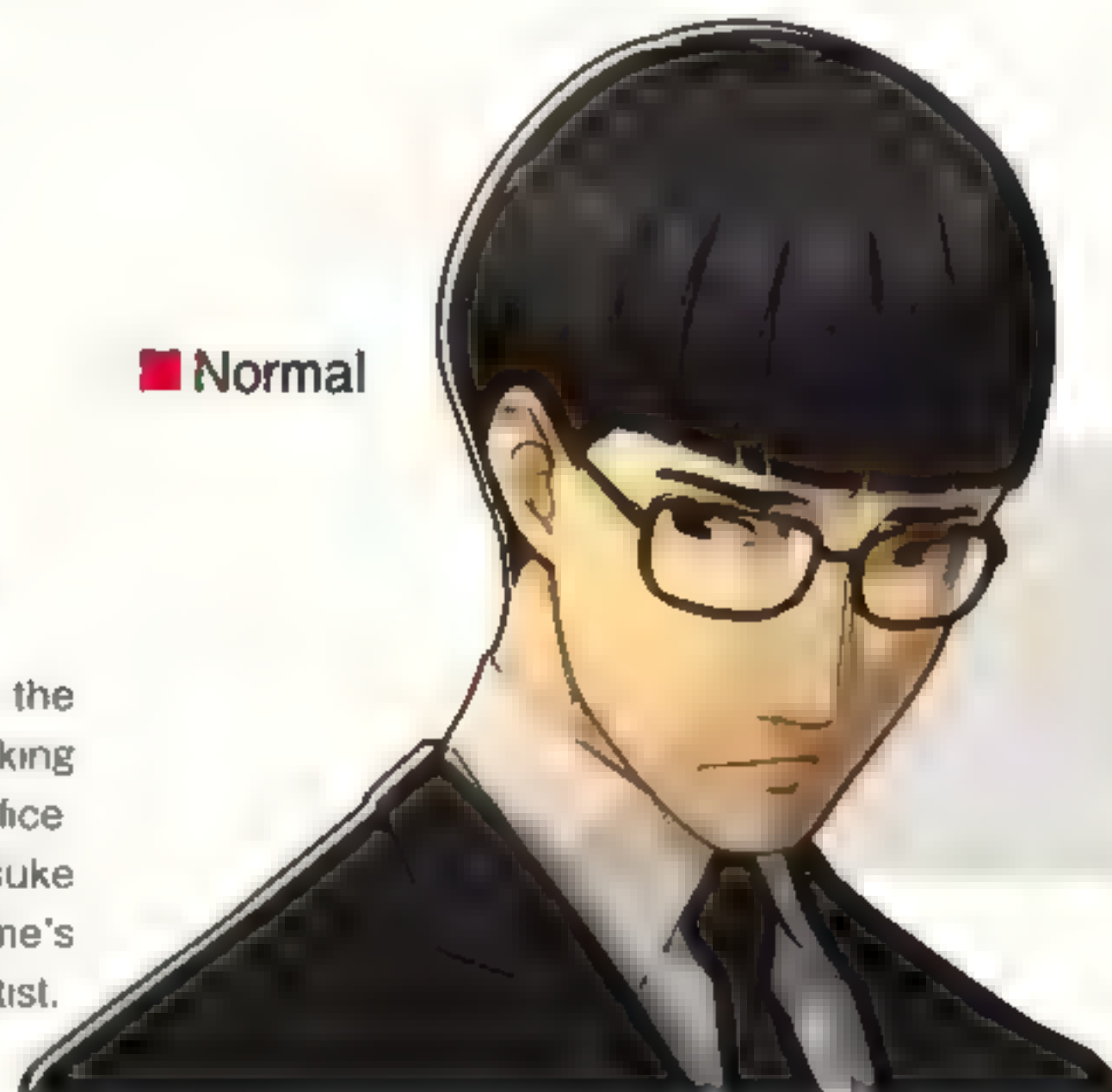
Shadow

# Natsushiko Nakanohara

JP: Kazumasa Fukagawa

This man's ex-girlfriend submitted his name to the Phantom Aficionado Website after her began stalking her. He works as a teller at the municipal ward office. He was originally an apprentice senior to Yusuke under Ichiryusai Madarame. However, Madarame's malevolence closed the road to him becoming an artist.

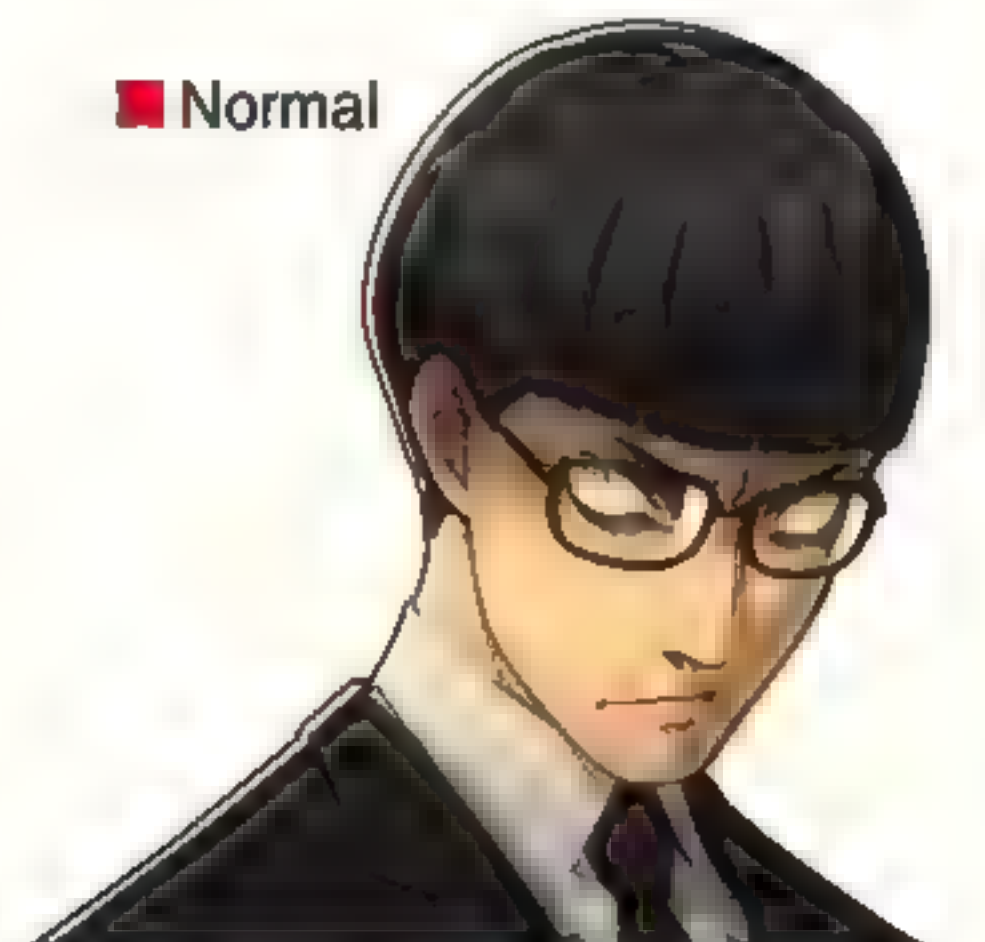
■ Normal



Real World

## Close-up

■ Normal



Shadow

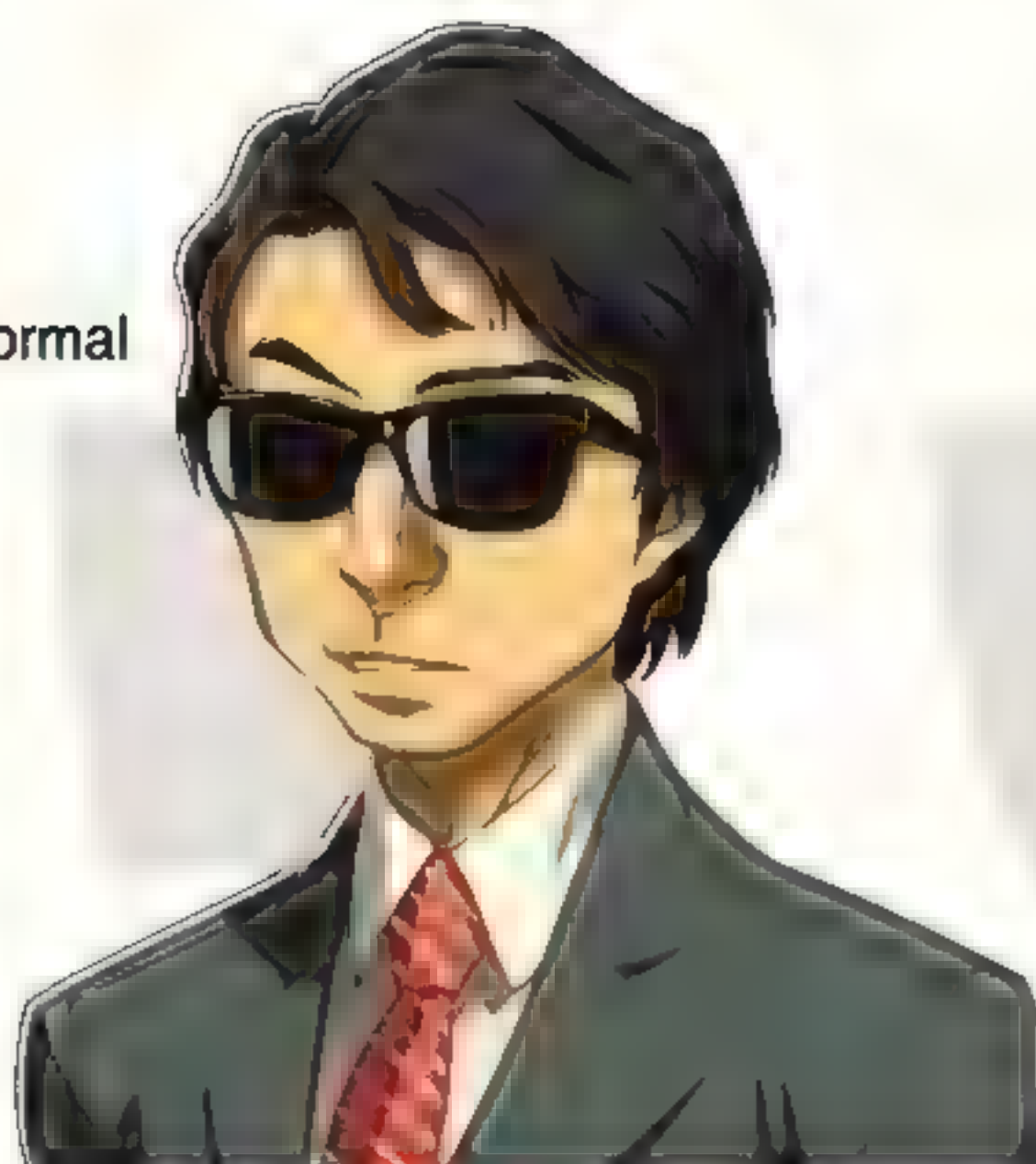
■ Reformed



Shadow



■ Normal

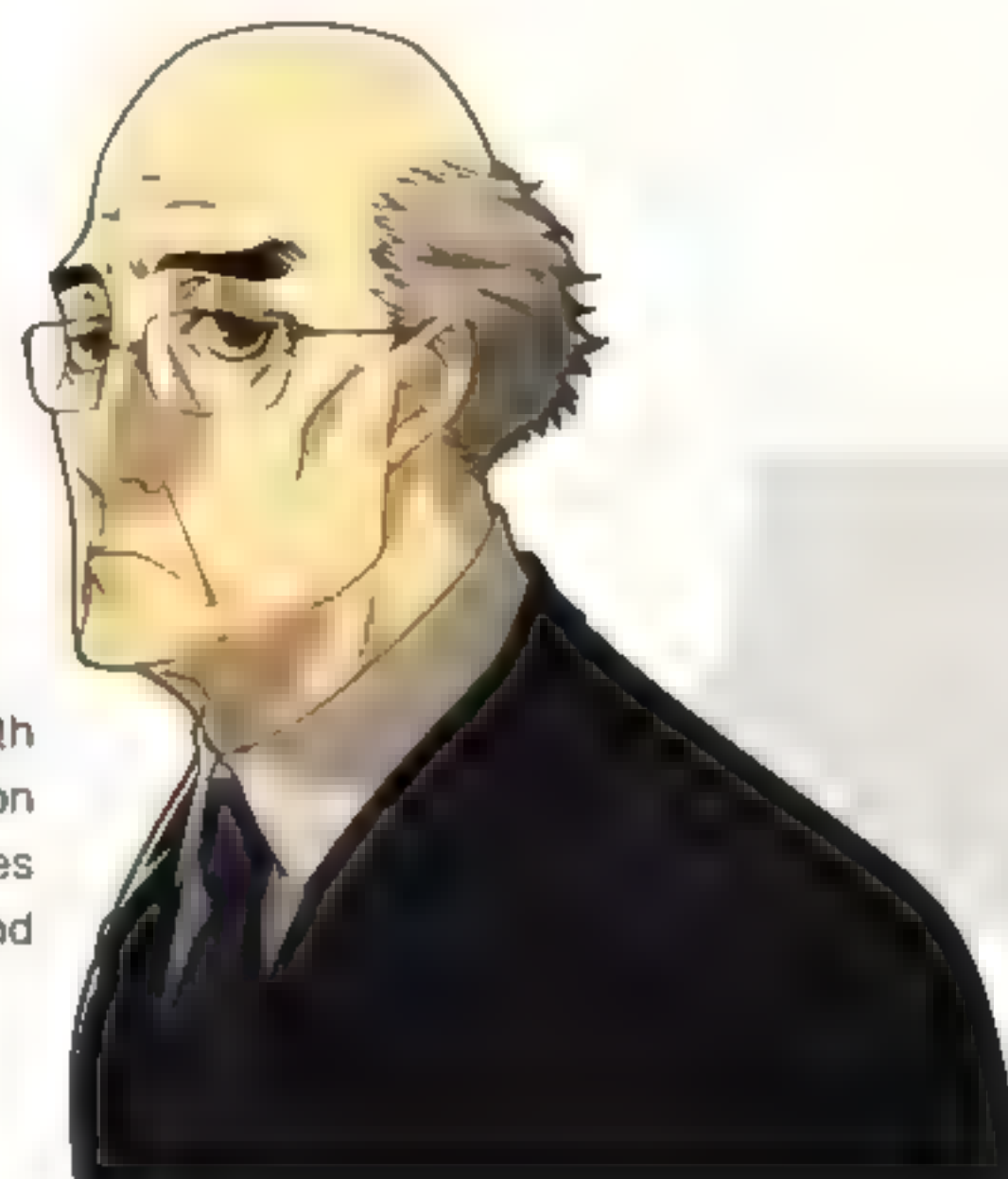


## President Tanaka

JP: —

This man is thought to be the operator of the suspicious online shopping site, "Tanaka's shady commodities." He appeared in a more honest fashion as the president of the mail order business "Tanaka's Amazing Commodities" in "Persona 3" and "Persona 4."

■ Normal



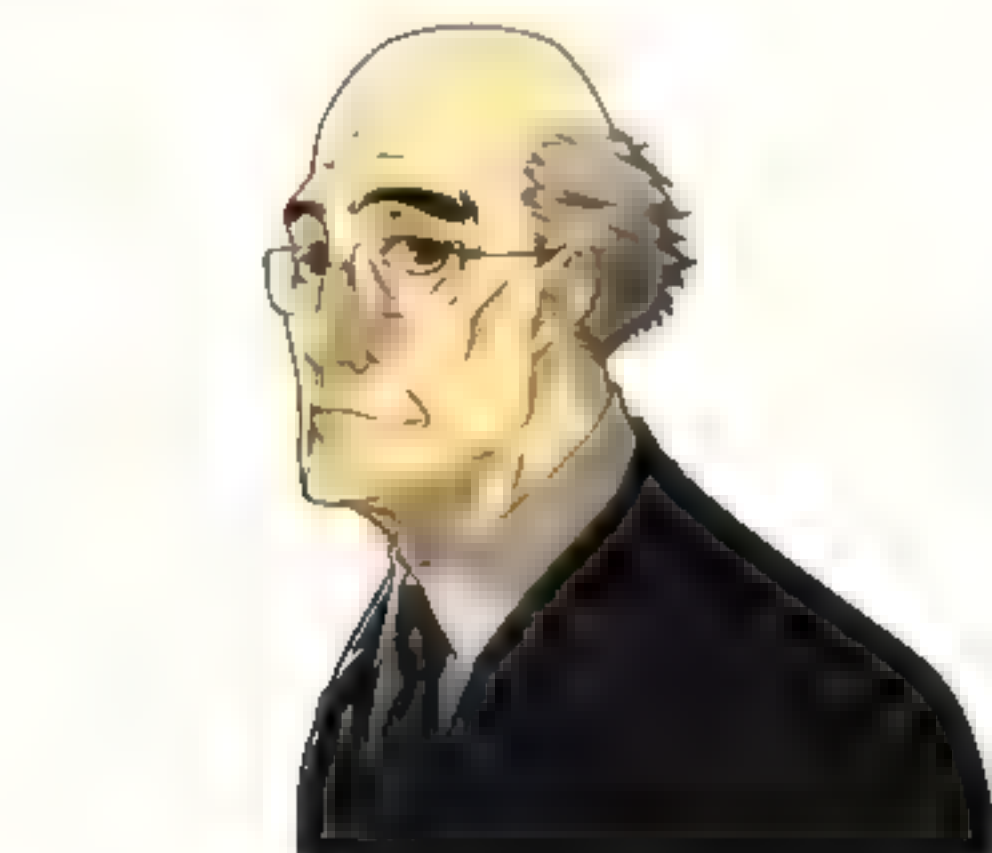
## SIU Director

JP: Tomohisa Aso

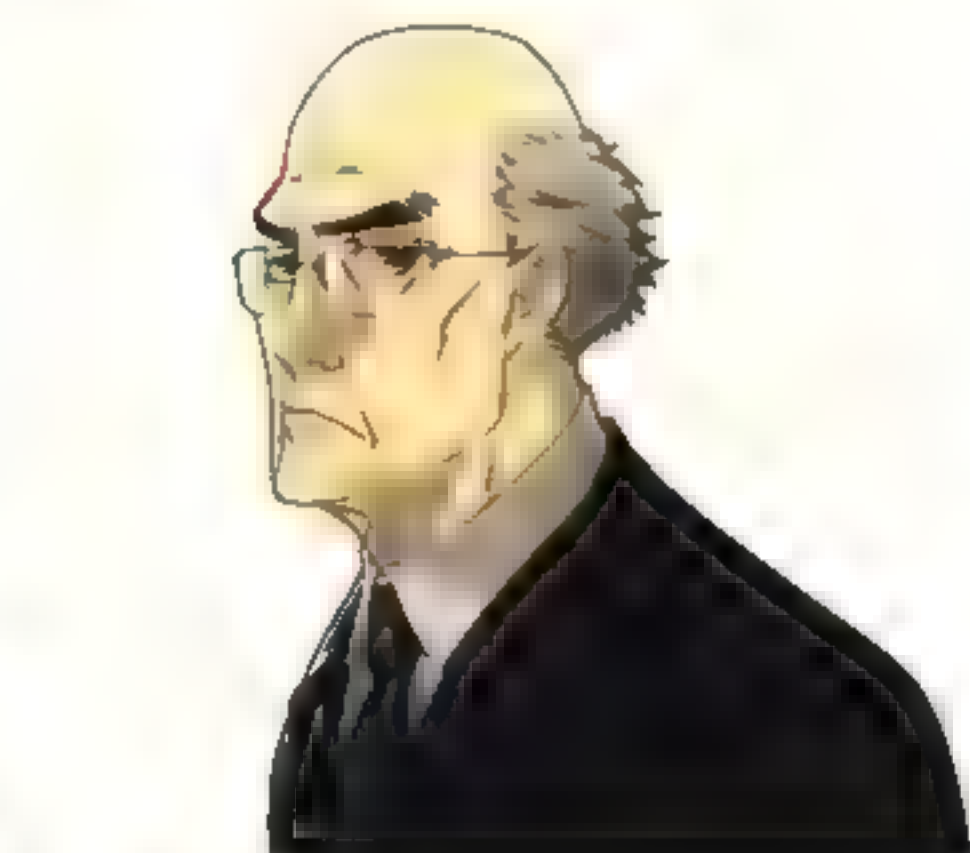
This man had a behind-the-scenes connection with Masayoshi Shido, and tried to pin the clumsy resolution of the mental shutdown cases and the Phantom Thieves incidents on Sae Nijima. He is later betrayed and murdered by Shido.

### Close-up

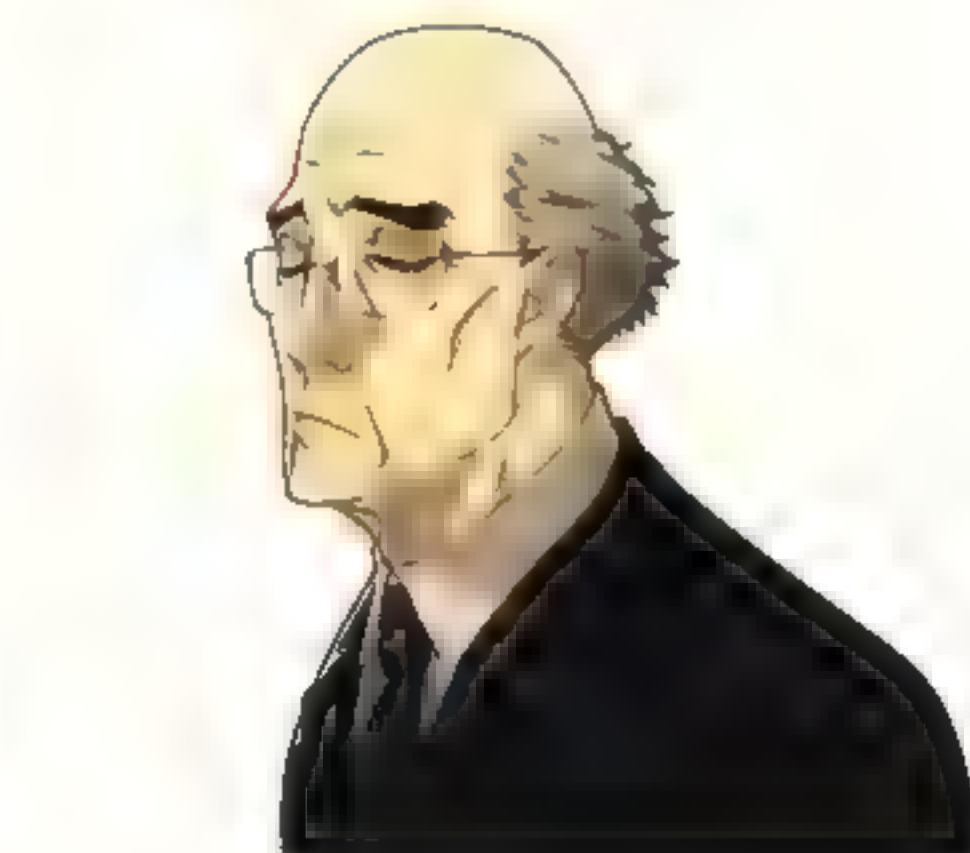
■ Smiling



■ Angry



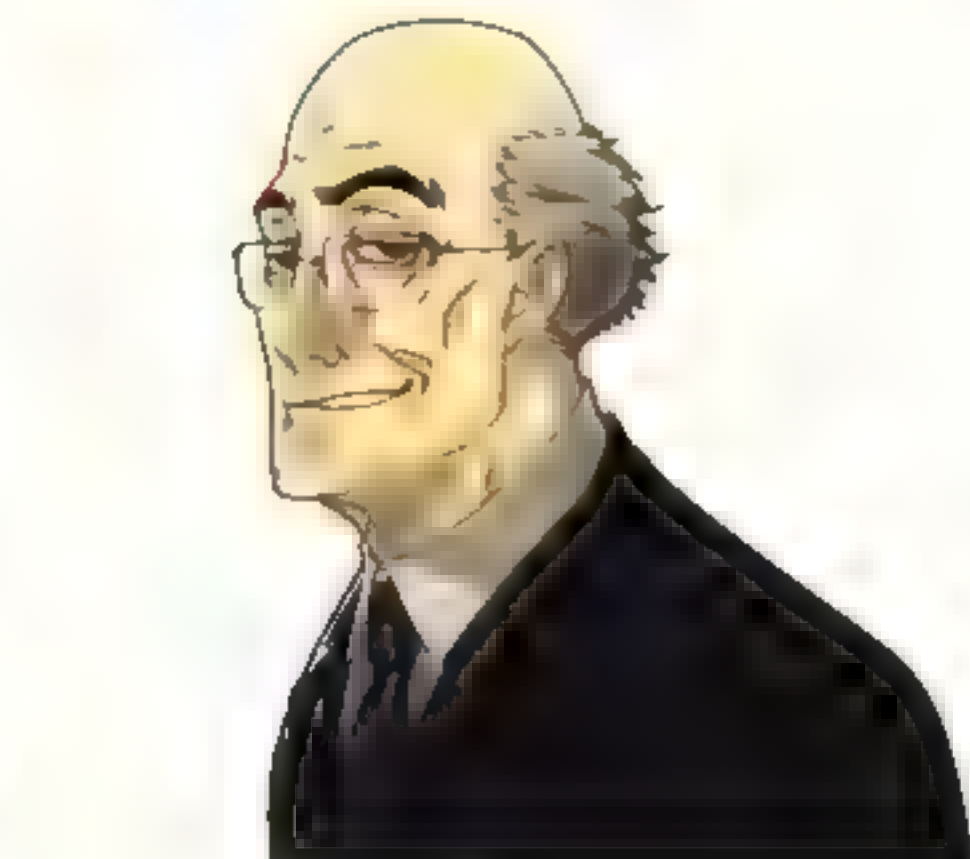
■ Sad



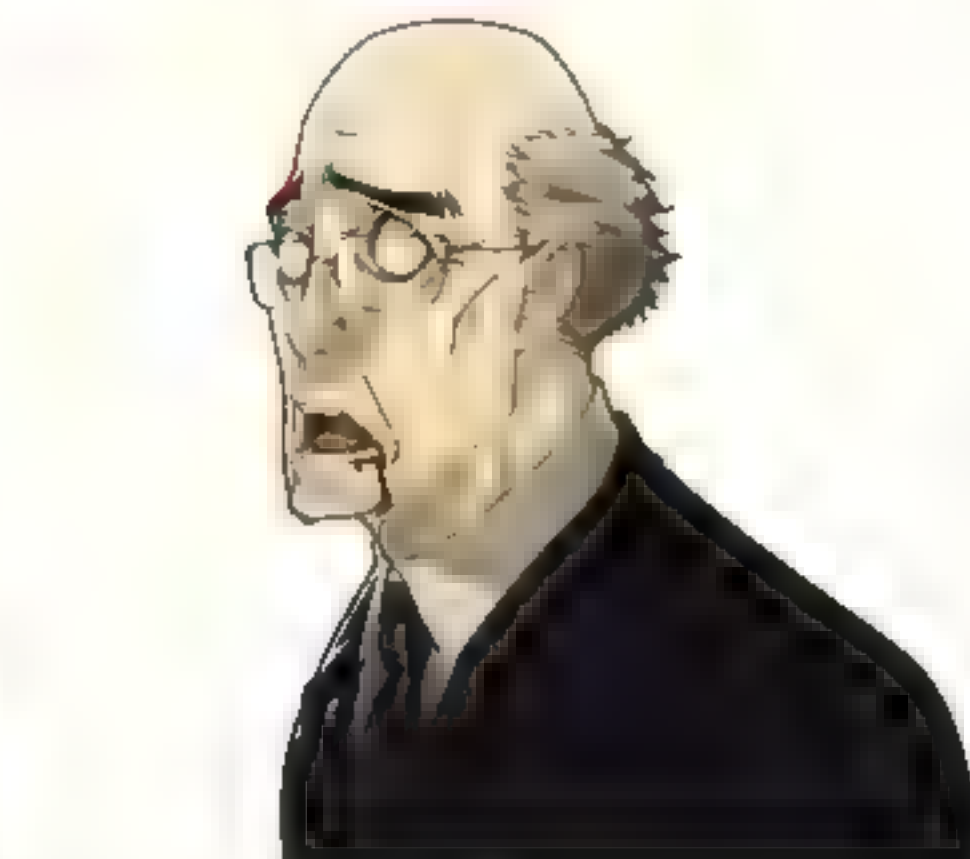
■ Surprised



■ Sleazy Smile



■ Mental Shutdown





# Principal Kobayakawa

JP: Keiji Hirai

The principal at Shujin Academy, a private school. He deliberately ignores Kamoshida's activities to protect the reputation of his school. He had a connection with the SIU Director, and used Makoto to search for the truth of the Phantom thieves, but ended up being abandoned and purged

■ Normal



## Close-up

■ Smiling



■ Angry



■ Sad



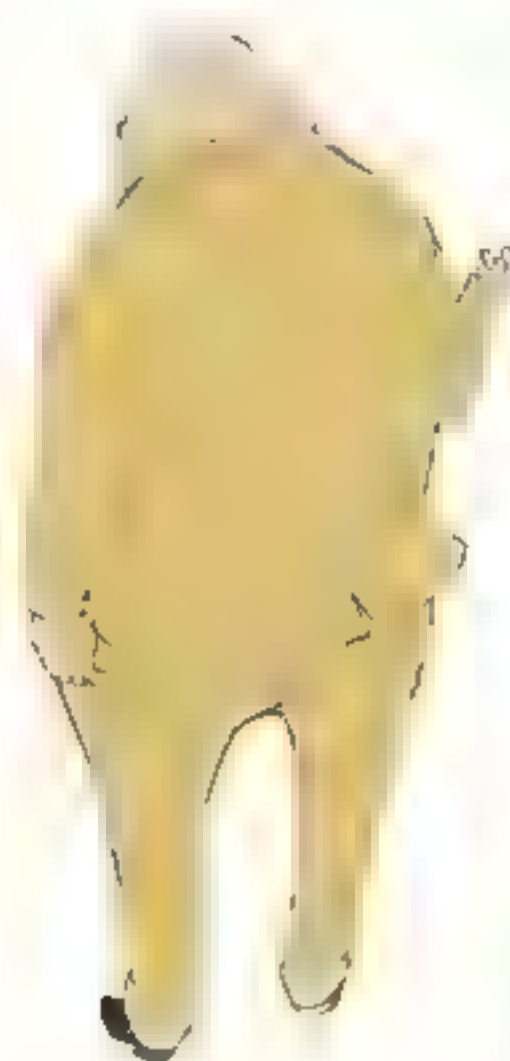
■ Surprised



## Initial Image

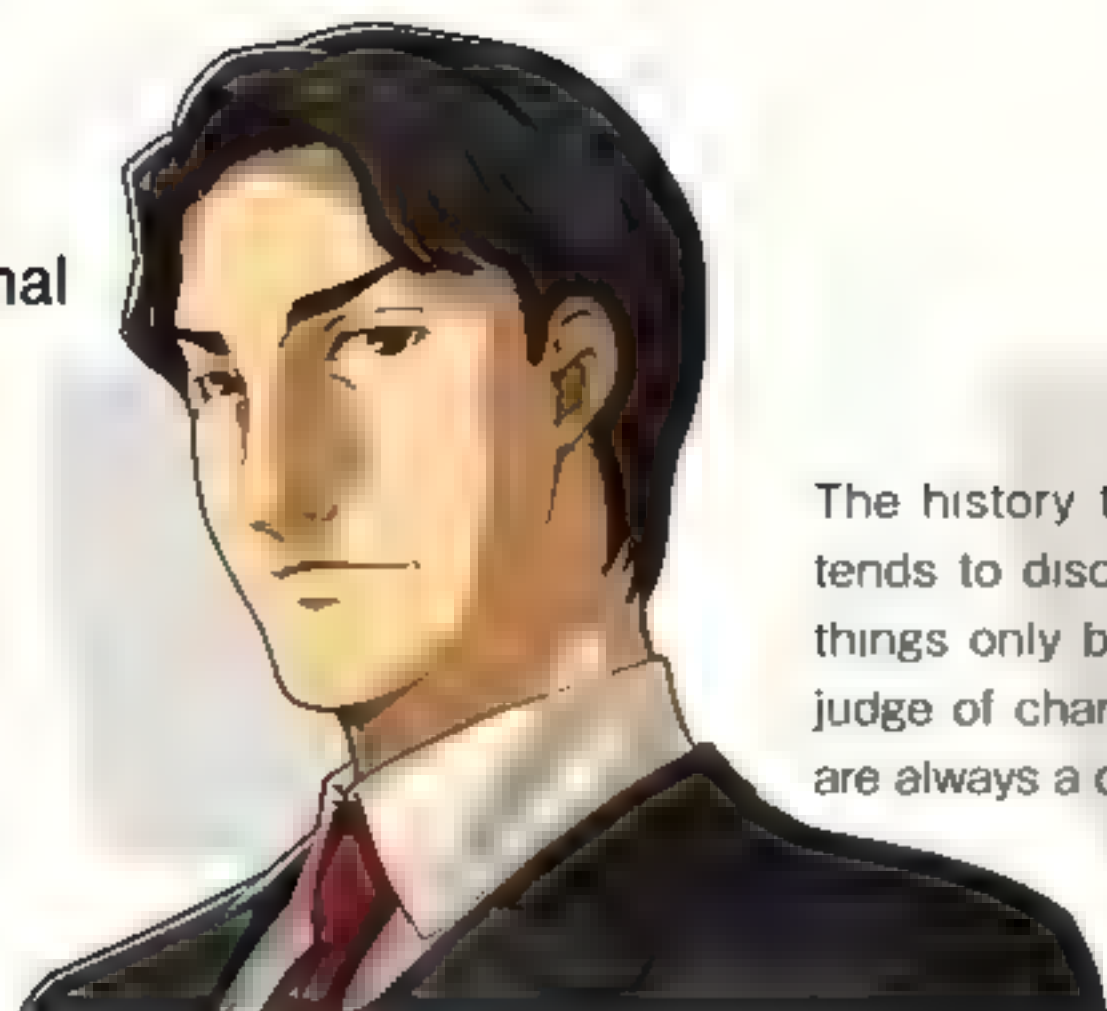
TPS 校長  
設定①

Principal  
Sketch





■ Normal



The history teacher at Shujin Academy. He tends to discuss only generalities and judge things only by appearances. He isn't a good judge of character and his personal criticisms are always a contrast to the reality.

## Mr. Inui

JP: Tomohisa Aso

■ Normal

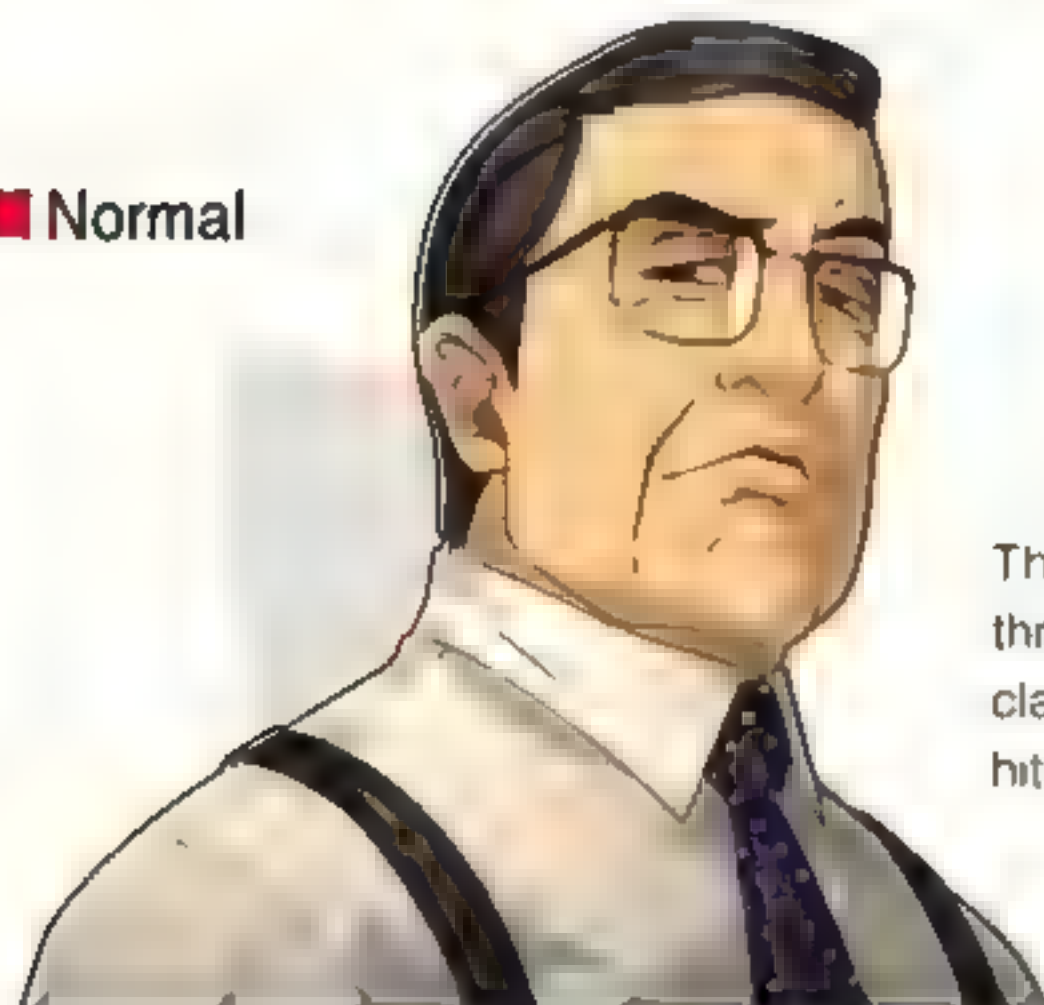


## Ms. Usami

JP: Miku Yoshikawa

The mathematics teacher at Shujin Academy. She is earnest and keeps calm in class. Her nature as a realist is evident in her every word.

■ Normal

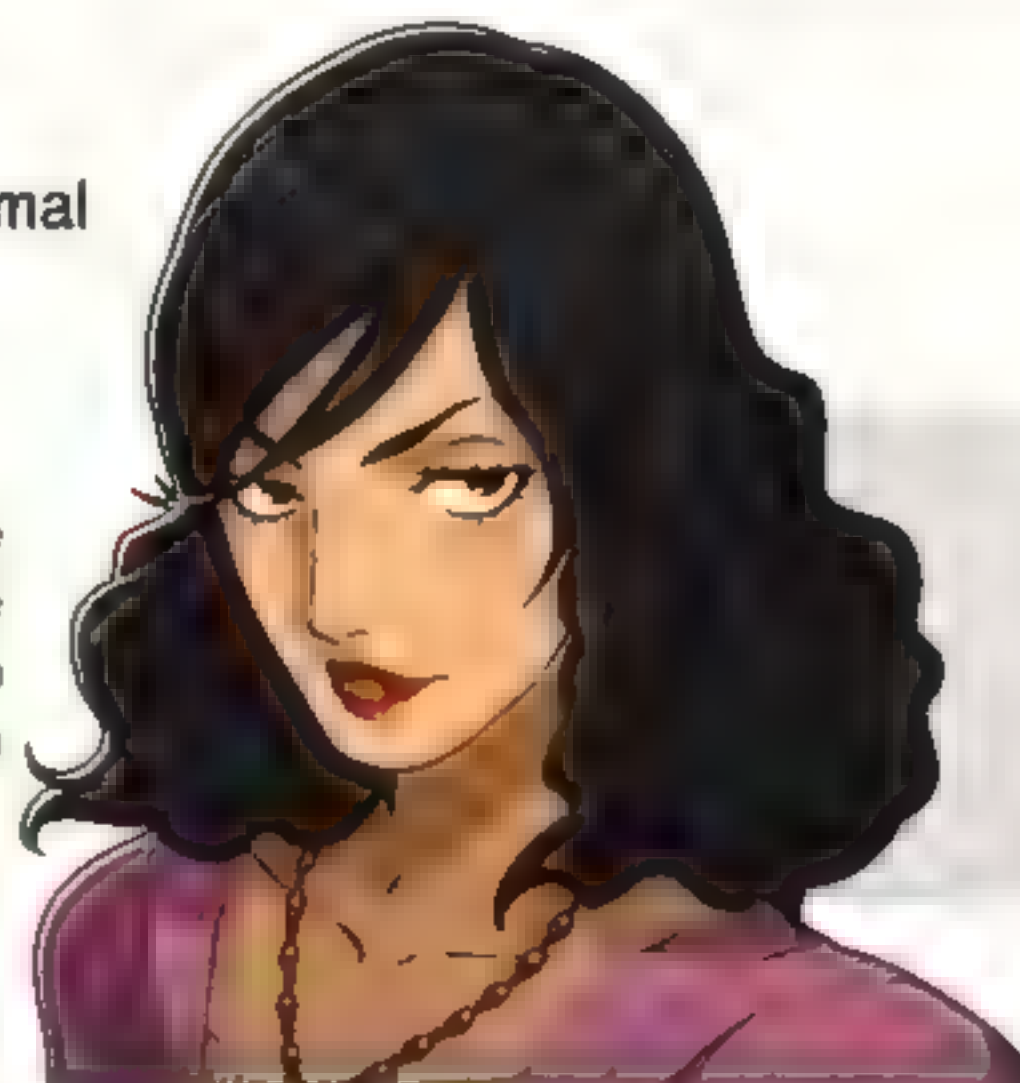


The social teacher at Shujin Academy. He throws chalk at students who are not earnest in class. The skill is old-fashion but well-trained to hit them with a high precision.

## Mr. Ushimaru

JP: Daisuke Matsumoto

■ Normal

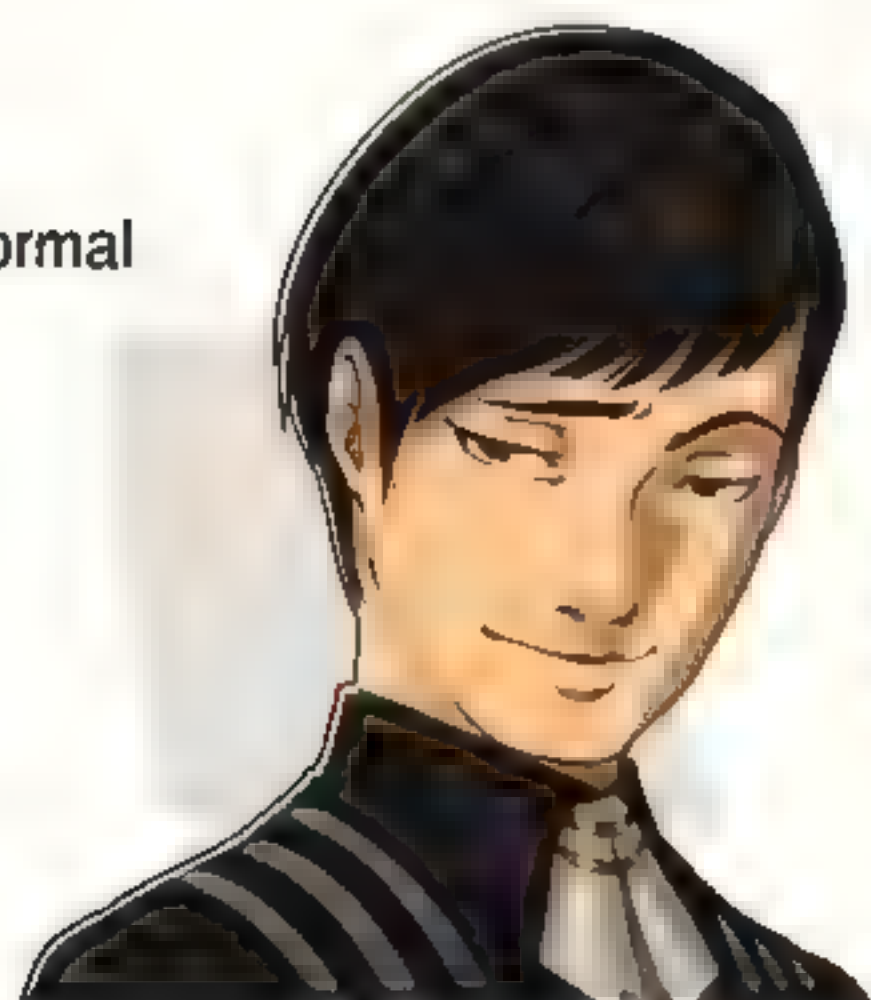


## Ms. Chouno

JP: Tomoko Fujino

The English teacher at Shujin Academy. She has stayed abroad for a long time and became a unique character. She works faithfully as a teacher. She has pressed hard on Mr. Kawakami because of his corruption.

■ Normal



The biology teacher at Shujin Academy. His style clothing is apparently different from that of other teachers. He speaks as if he is an anime character, and Morgana describe he as too much.

## Mr. Hiruta

JP: Hisayoshi Suganuma





# Lavenza

## Initial Image



ラヴェンツァ

Lavenza



### Creator's Comment

The basic concept of her design was a maid, which is strongly conveyed through her headdress. In drawing her, I basically tried to emphasize her role as a maid. The butterfly hair ornament also sets the scene. It's actually a motif that has been around since "Revelations: Persona"





Lavenza  
Sketches

ラベンザ  
金中箱





## Close-up

Normal



Angry



Smiling



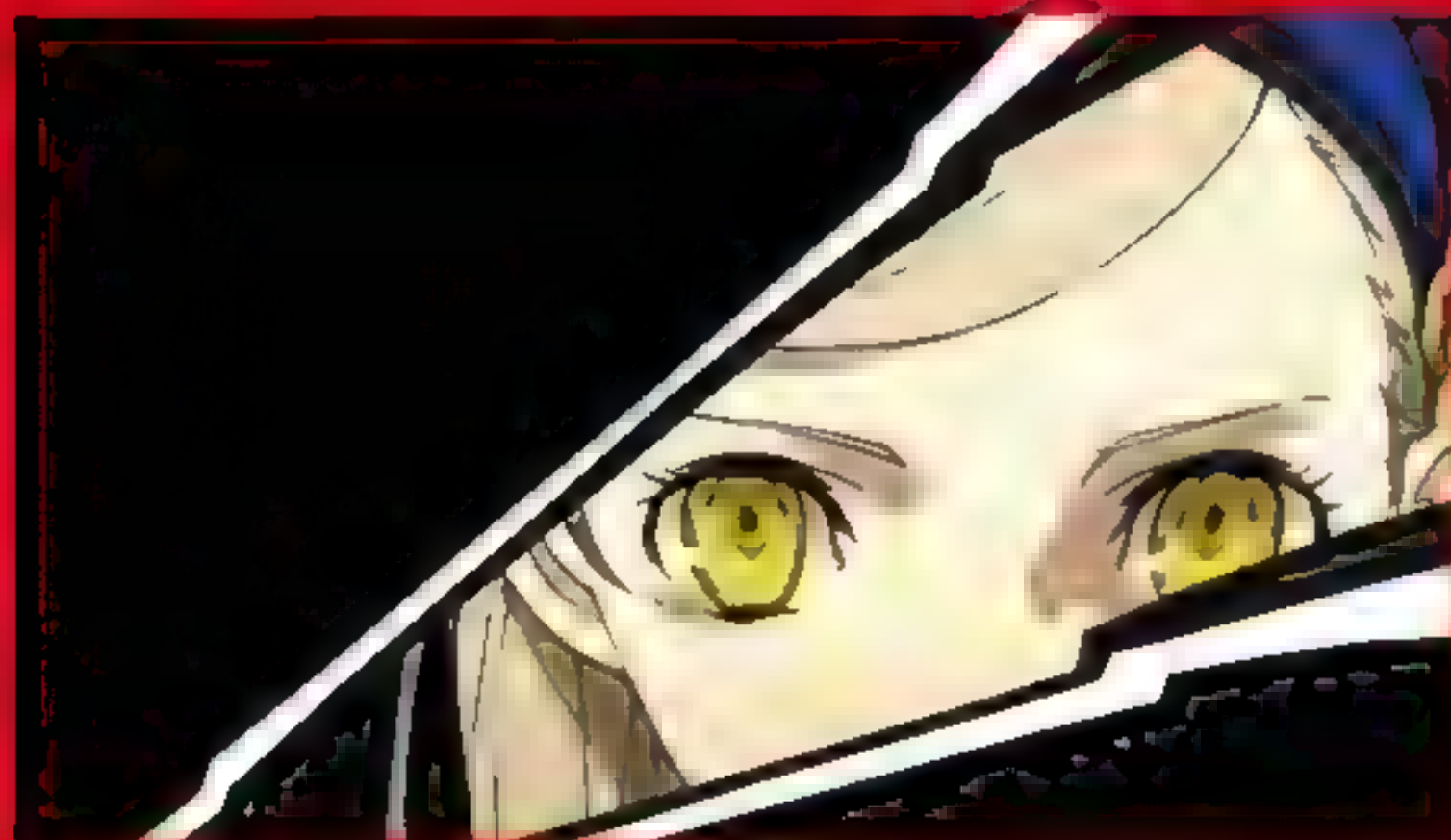
Sad



Surprised



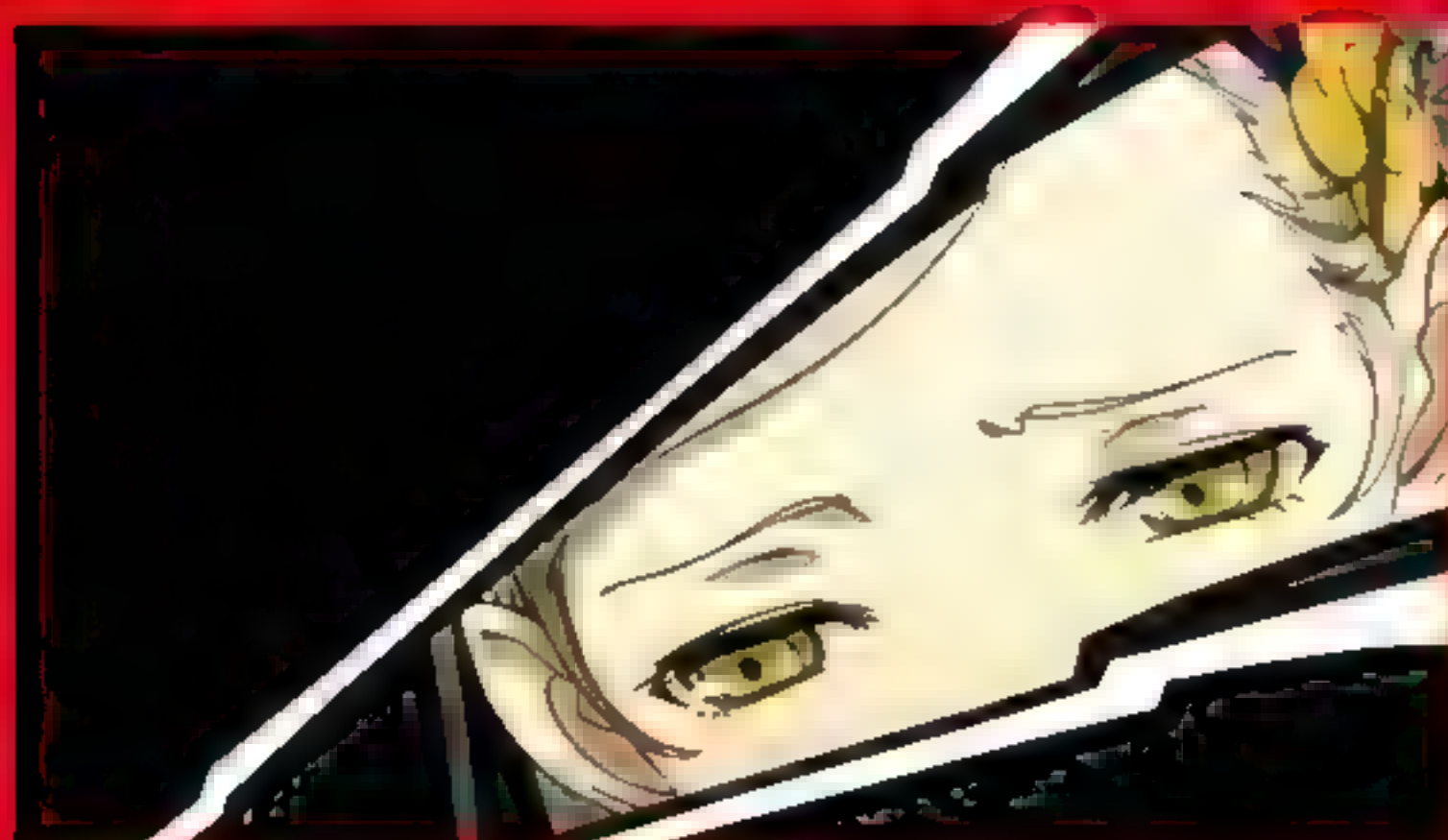
## Cut-in



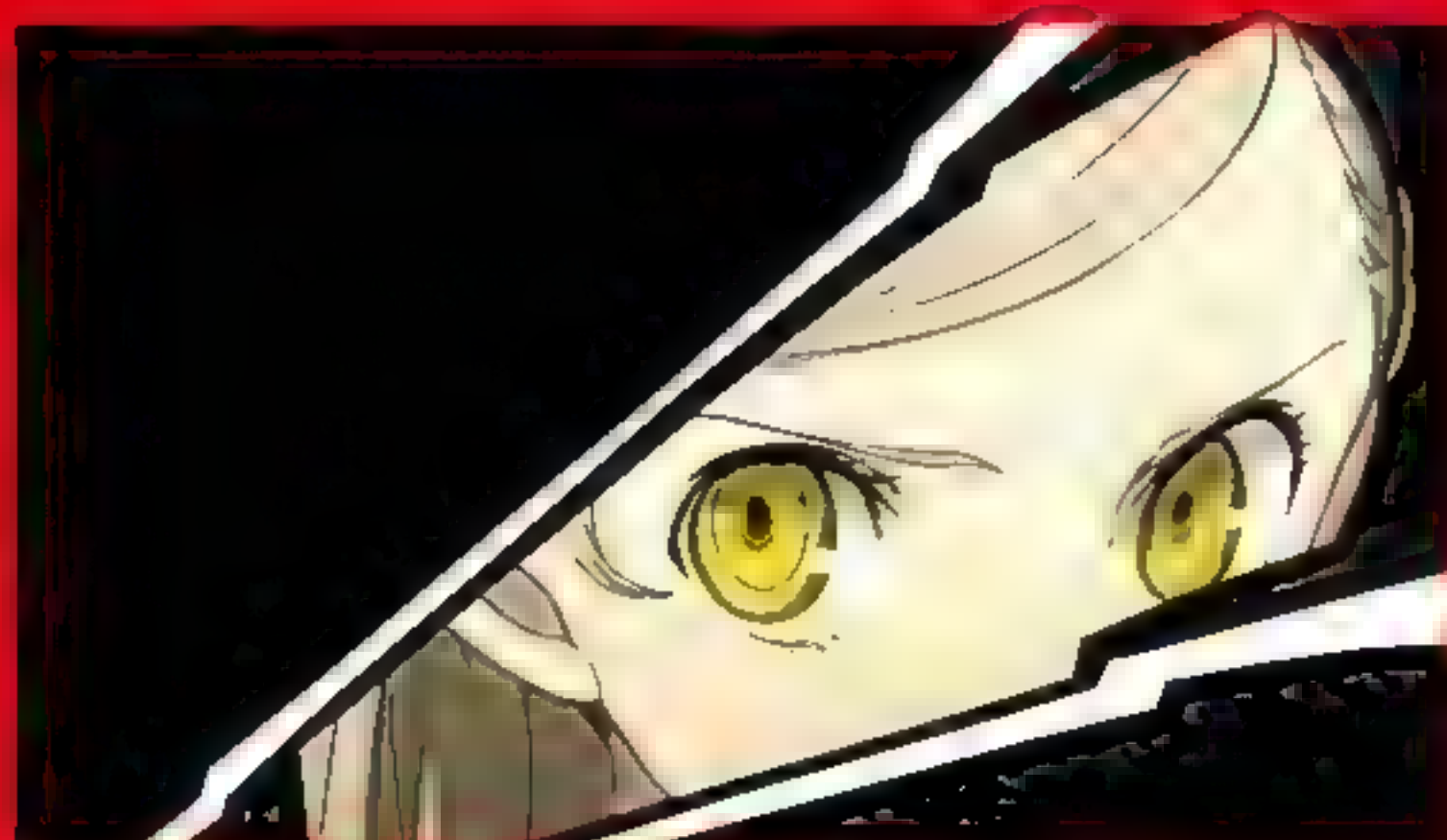
Scheming



Love



Sorrowful



Mad



Section 3

## The World of Persona 5





## Backgrounds

### ■ Tokyo











Tokyo

Day







Tokyo Night







Yongen-Jaya Movie Theater



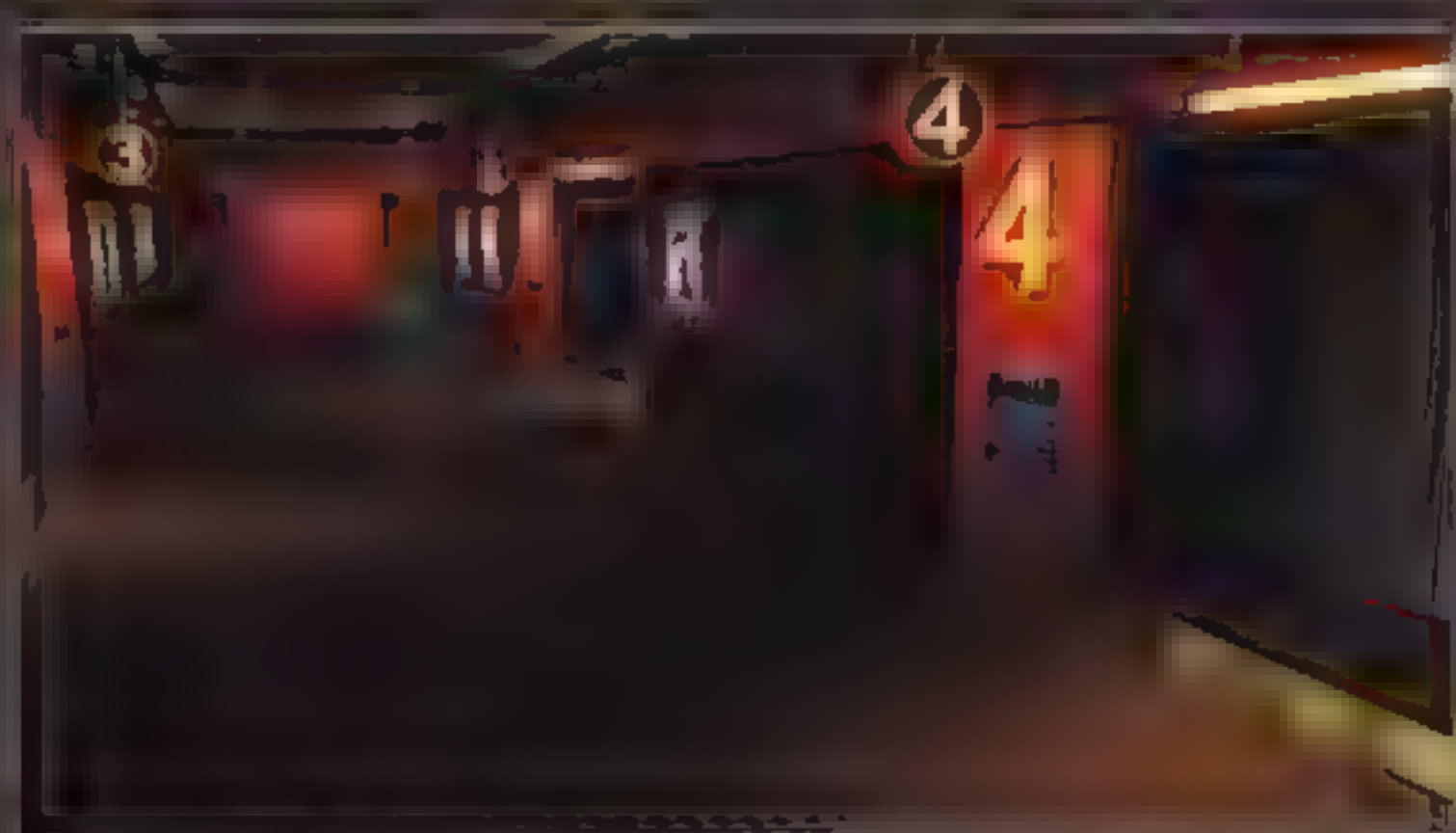
Shujin Academy Principal's Office



Shibuya Front of Station (Day)



Shibuya Front of Station (Night)



Shibuya Movie Theater



Shibuya Under the Bridge (Sunny)



Shibuya Under the Bridge (Cloudy)

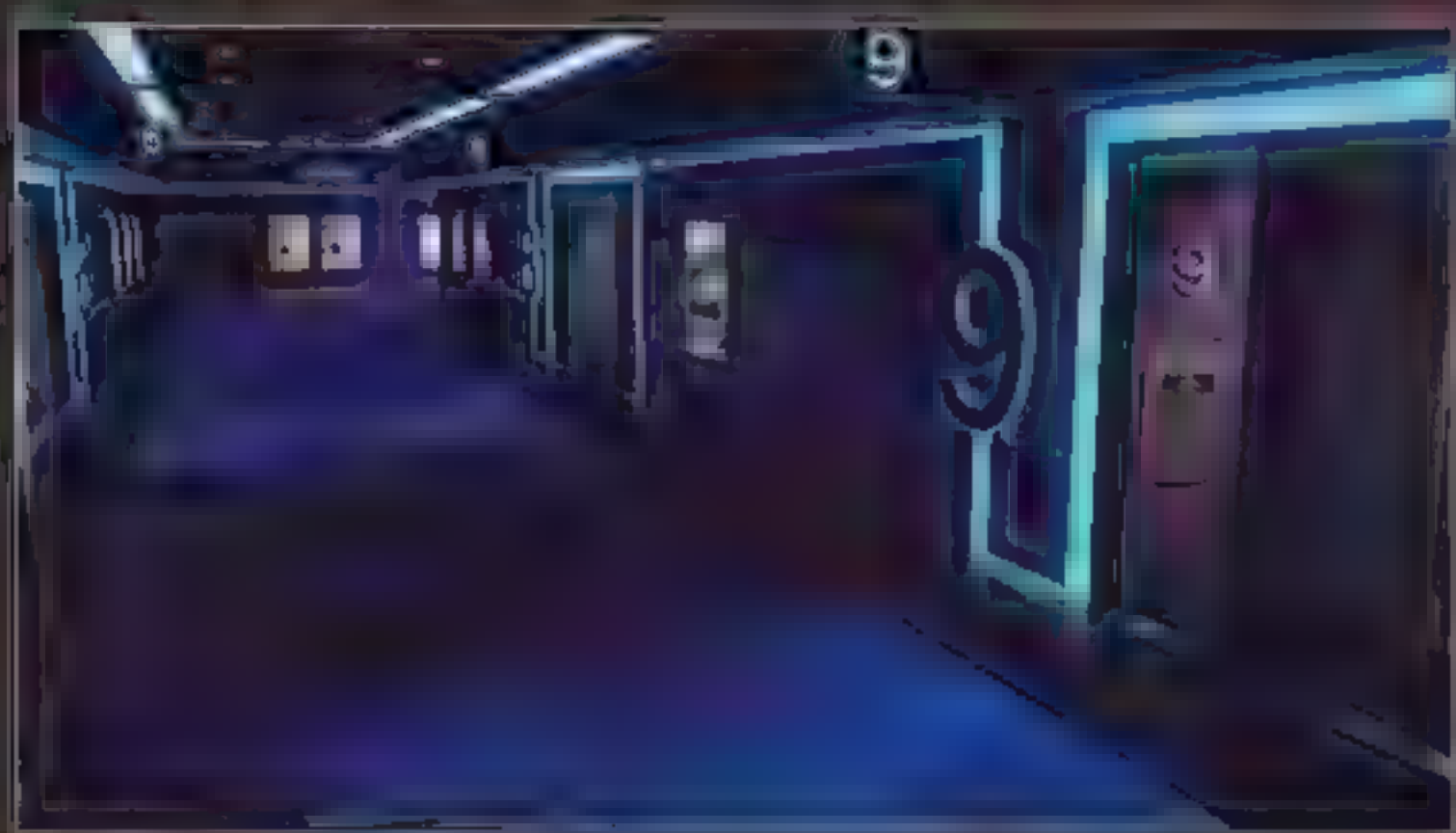


Shibuya Under the Bridge (Night)





Shibuya Back Office of Beef Bowl Restaurant



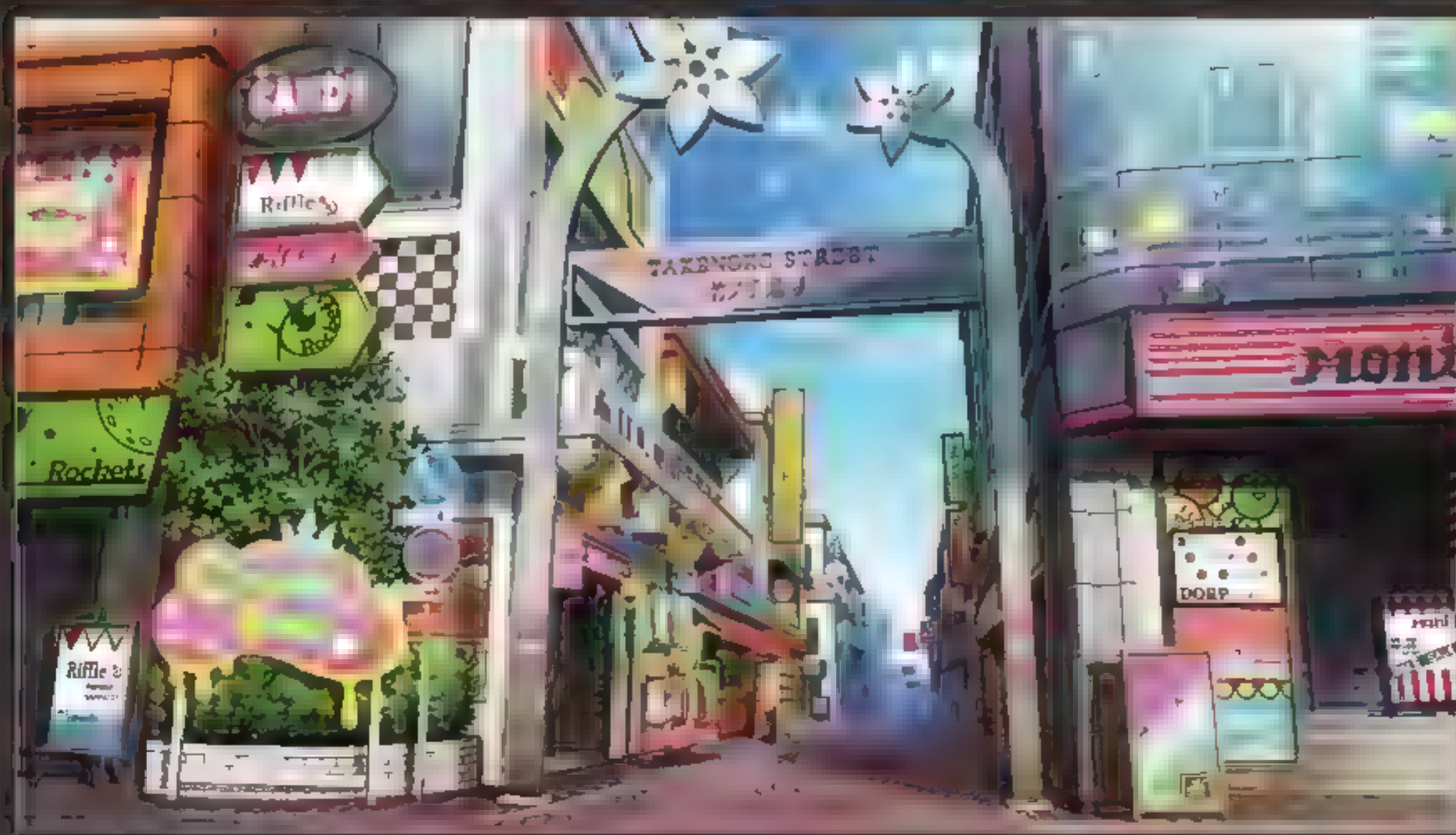
Shinjuku Movie Theater



Meiji Shrine Front (Sunny)



Meiji Shrine Front (Cloudy)



Harajuku Takenoko Street (Sunny)



Harajuku Takenoko Street (Cloudy)





Nagatacho | Diet Building 1 (Night)



Nagatacho | Diet Building



Nagatacho | Diet Building (with Gate)



Nagatacho | Diet Building (without Gate)



Nagatacho | Diet Building 2 (Night)



Nagatacho | SIU Director's Office 1 (Sunny)



Nagatacho | SIU Director's Office 1 (Cloudy)



Nagatacho | SIU Director's Office 1 (Night)





Nagatacho SIU Director's Office 2 (Sunny)



Nagatacho SIU Director's Office 2 (Gravity)



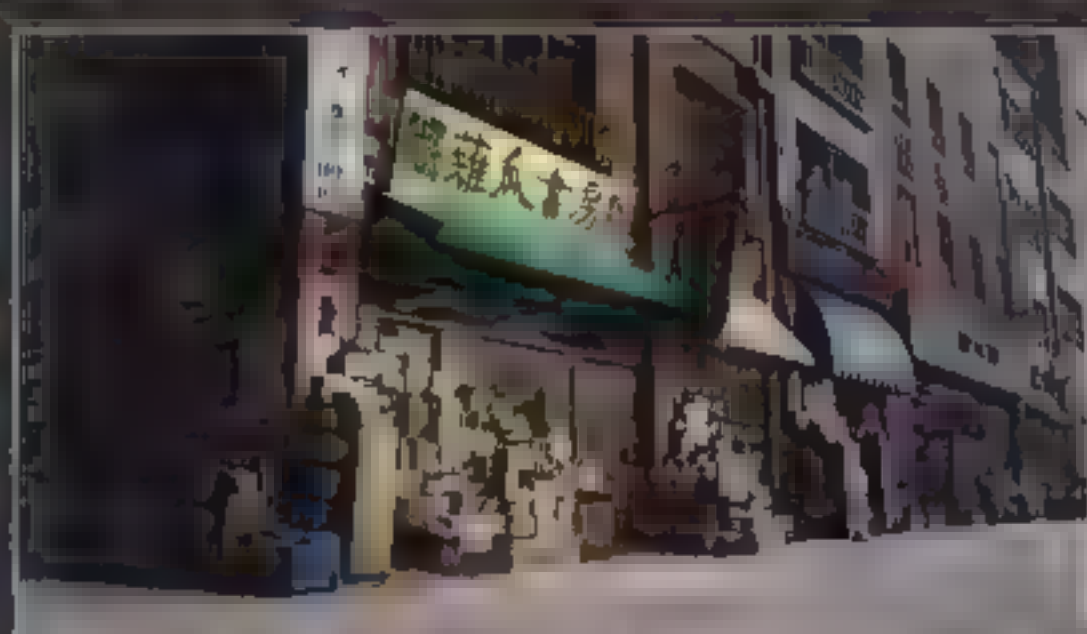
Nagatacho SIU Director's Office 2 (Night)



Nagatacho Supreme Court



Jinbocho Town (Sunny)



Jinbocho Town (Cloudy)



Jinbocho Town (Night)



Jinbocho Close-up (Sunny)





Jinbocho Close-up (Cloudy)



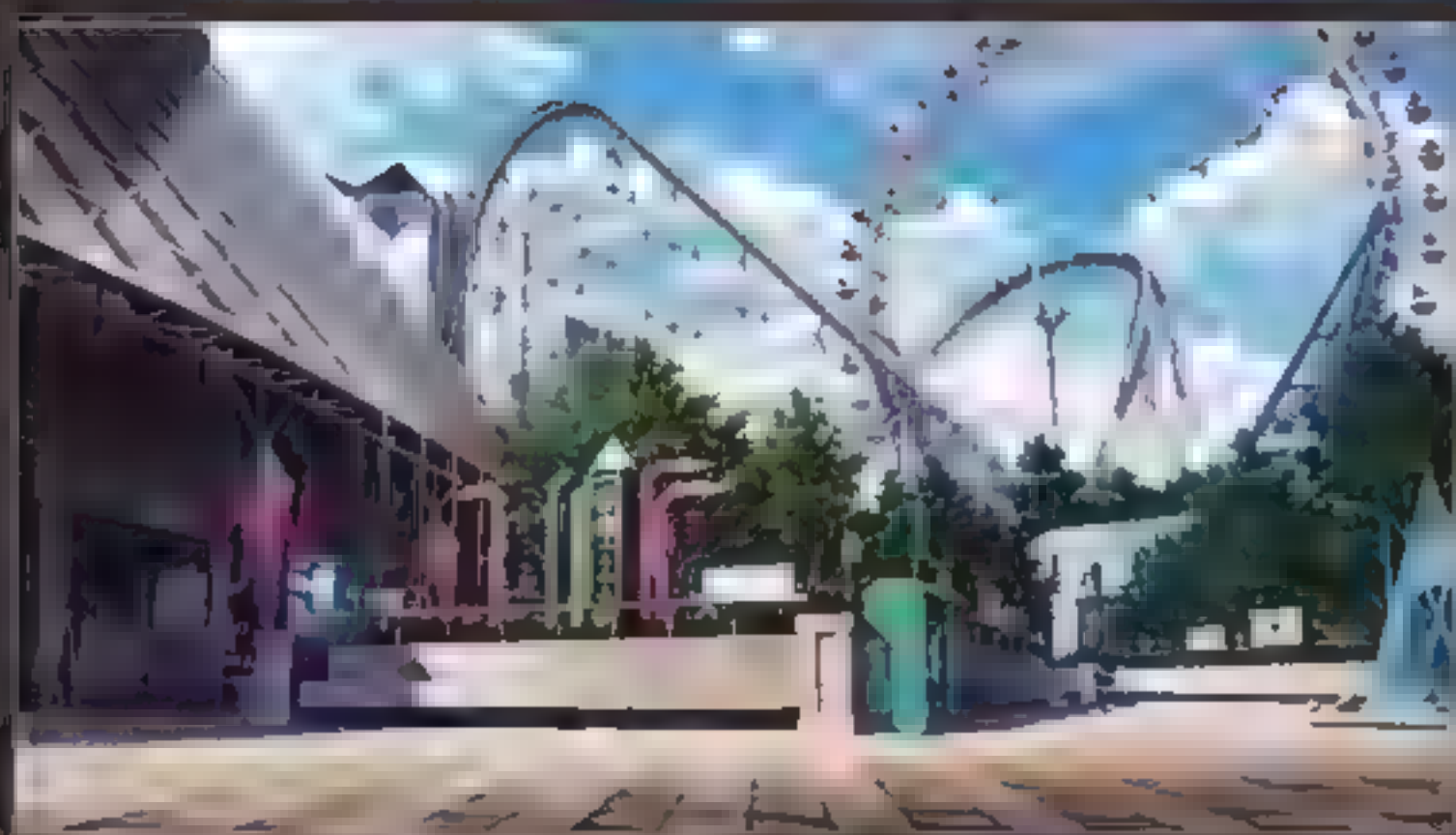
Jinbocho Close-up (Night)



Roppongi Front of Okumura Foods HQ



Roppongi Front of Okumura Foods HQ



Suidobasi Dome Town (Sunny)



Suidobasi Dome Town (Cloudy)



Akihabara Electronics Store



Akihabara Maid Café



Tsukishima Monjayaki Restaurant





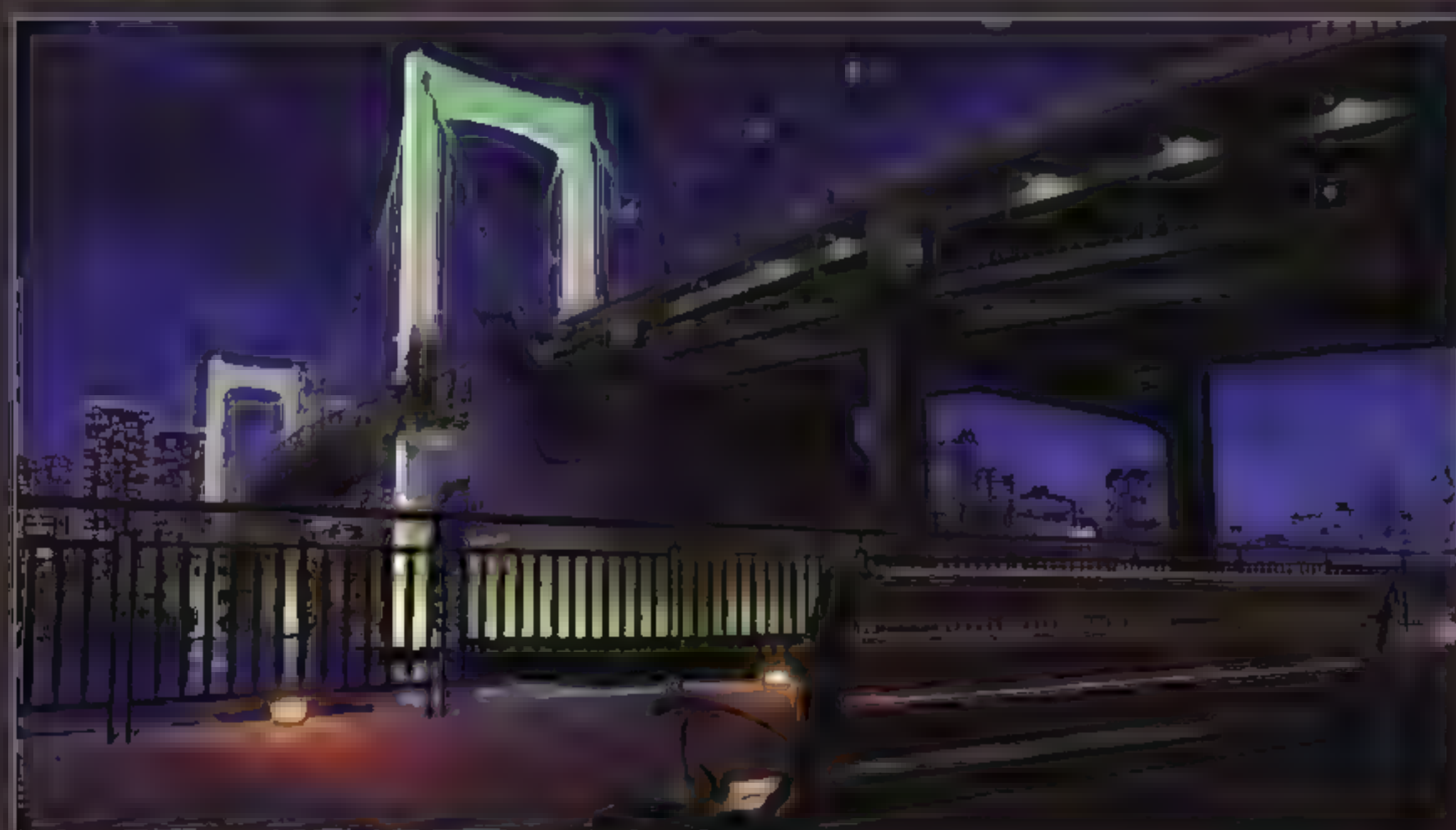
Asakusa Sensoji



Asakusa Sensoji 2 (Sunny)



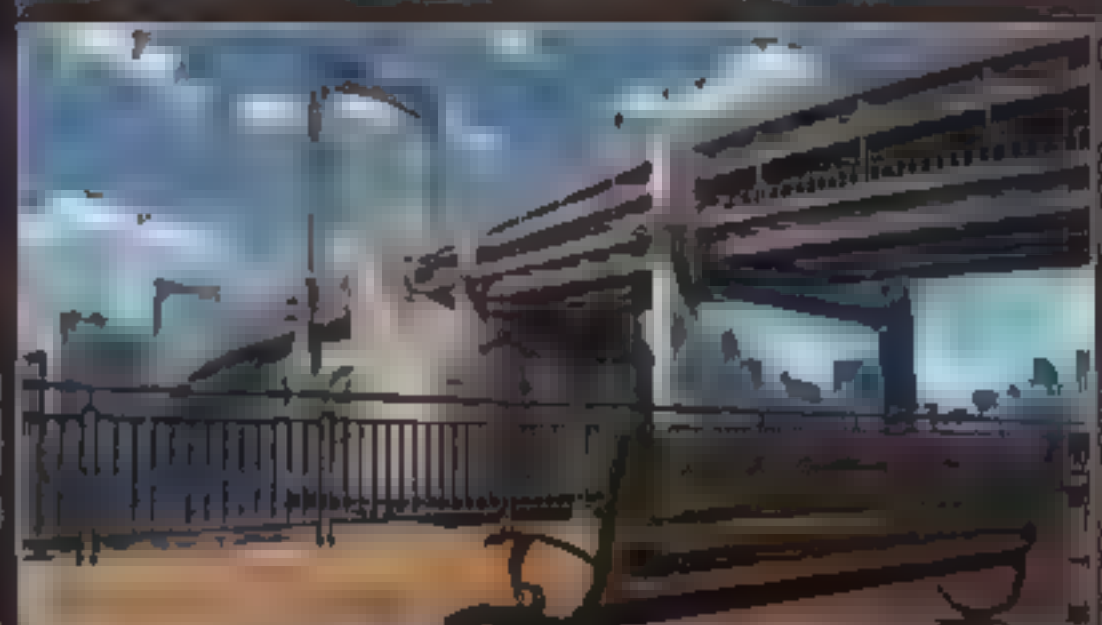
Asakusa Sensoji 2 (Cloudy)



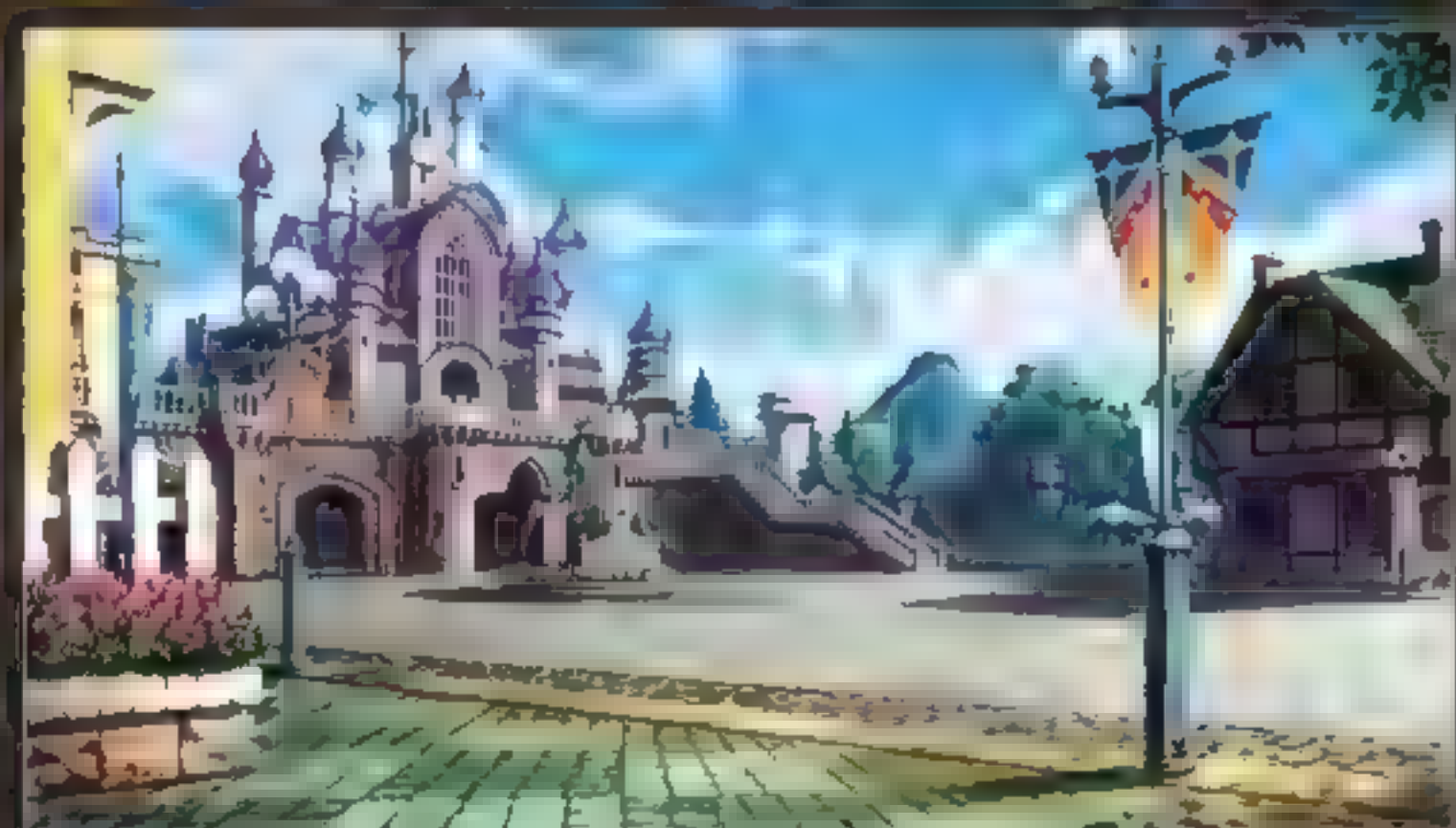
Seaside Park Bridge (Night)



Seaside Park Bridge (Sunny)



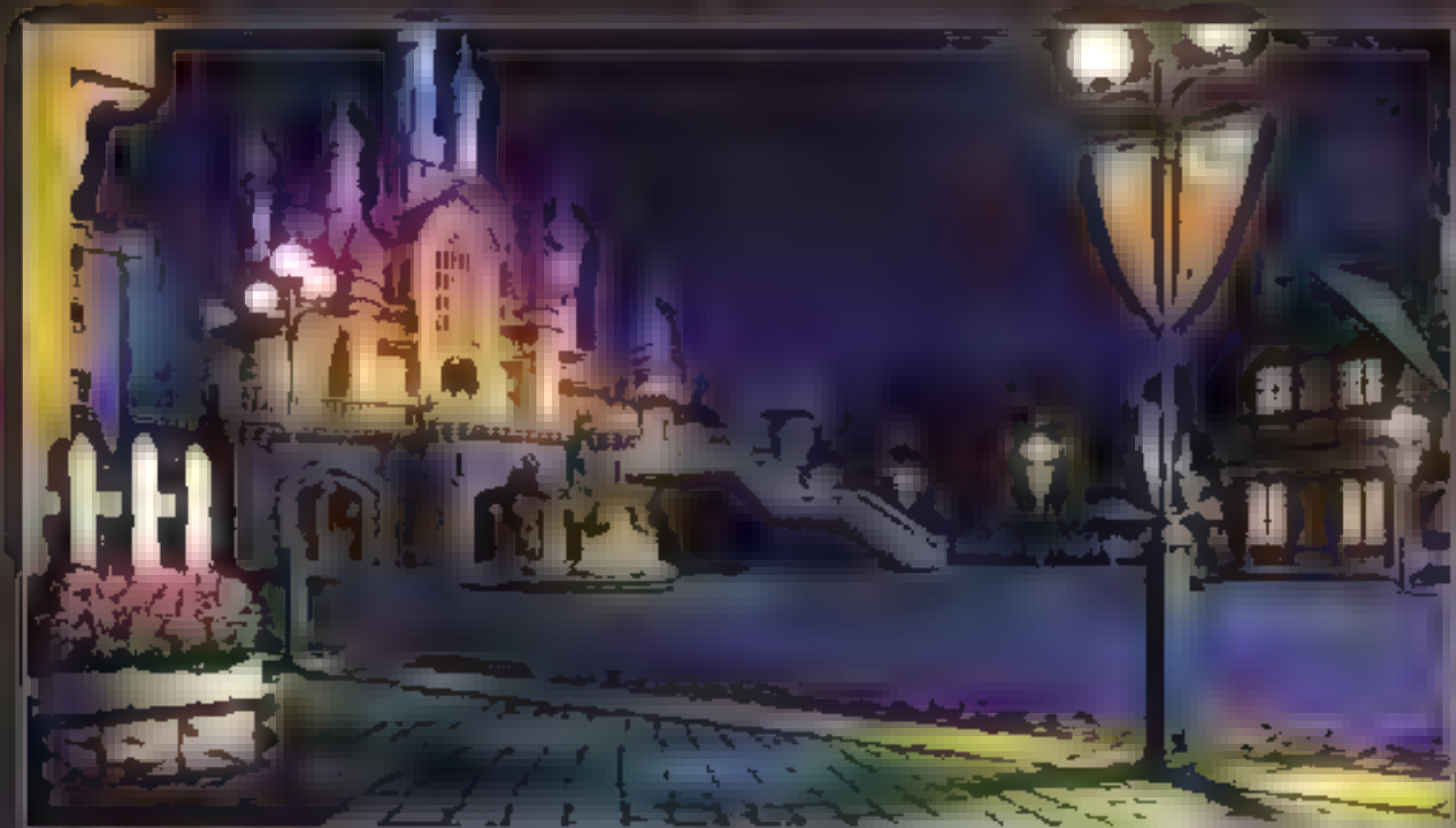
Seaside Park Bridge (Cloudy)



Maihama Destinyland (Sunny)



Maihama Destinyland (Cloudy)



Maihama Destinyland (Night)





China Town

Sunny



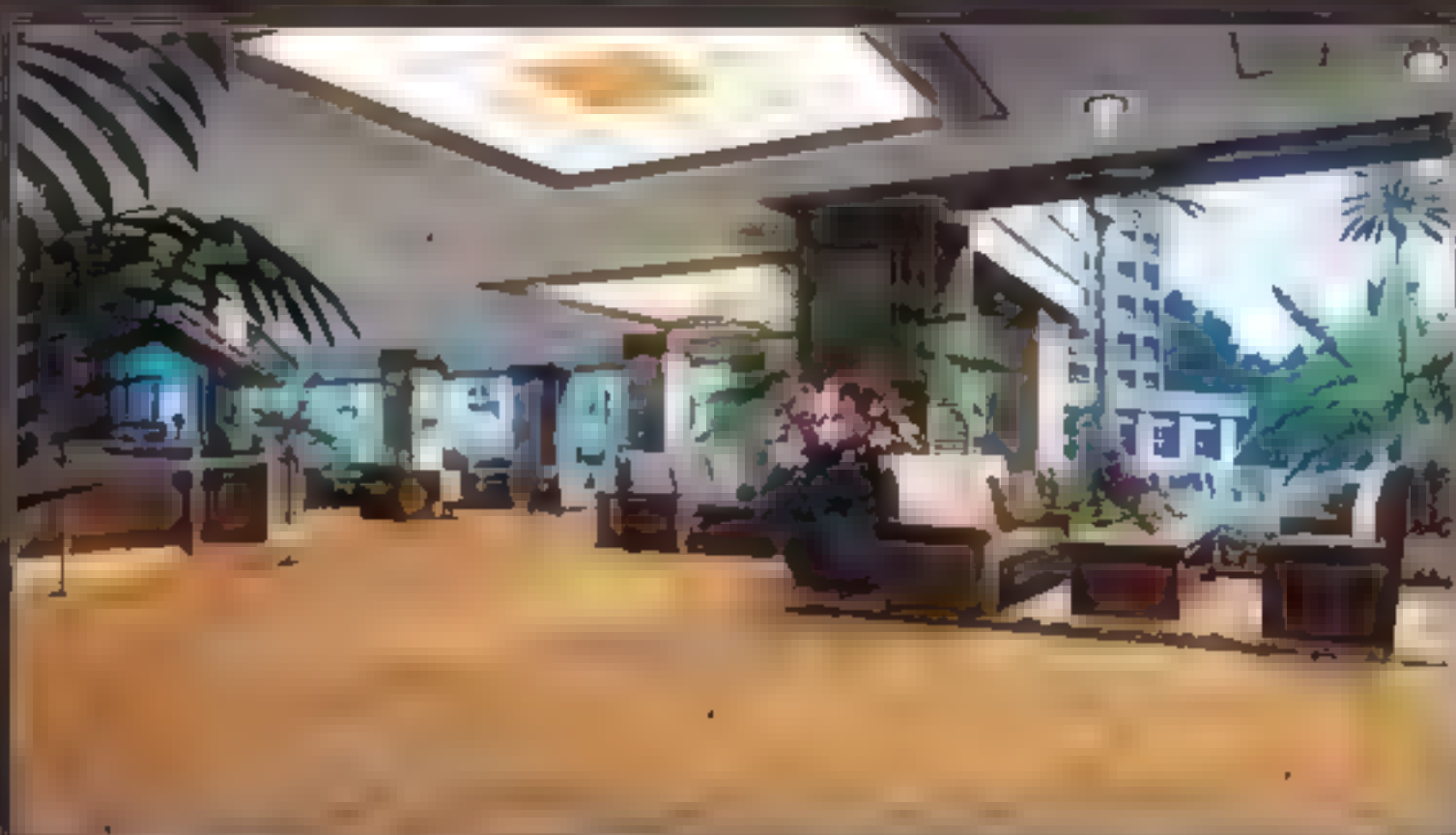
China Town

Cloudy



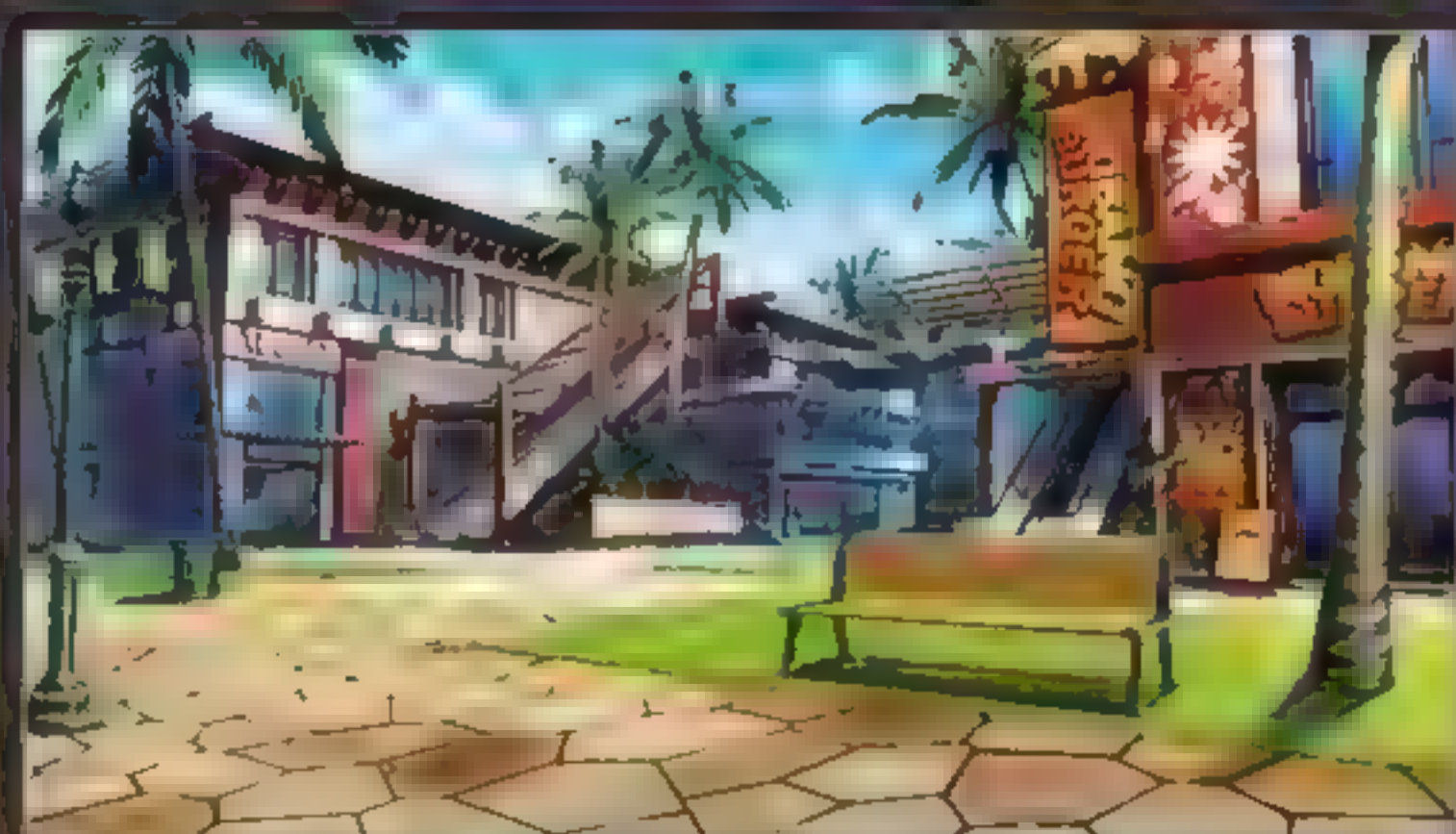
China Town

Night



Hawaii

Hotel



Hawaii

Shopping Mall



Madarame's House

Exterior



Madarame's House

Entrance



Operation Maidwatch

Windows Closed



Operation Maidwatch

Windows Ajar

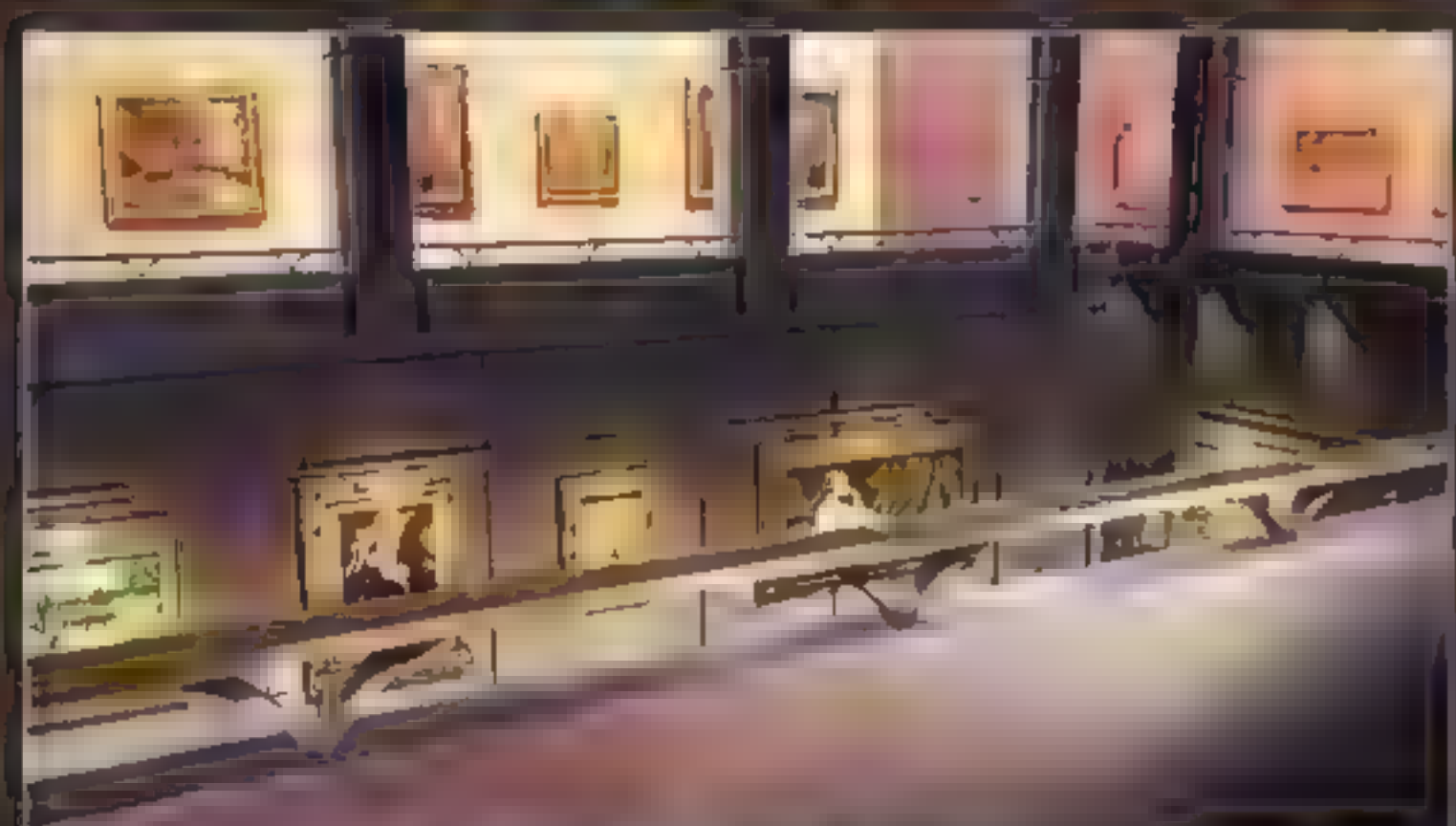




Testing Center Main Entrance



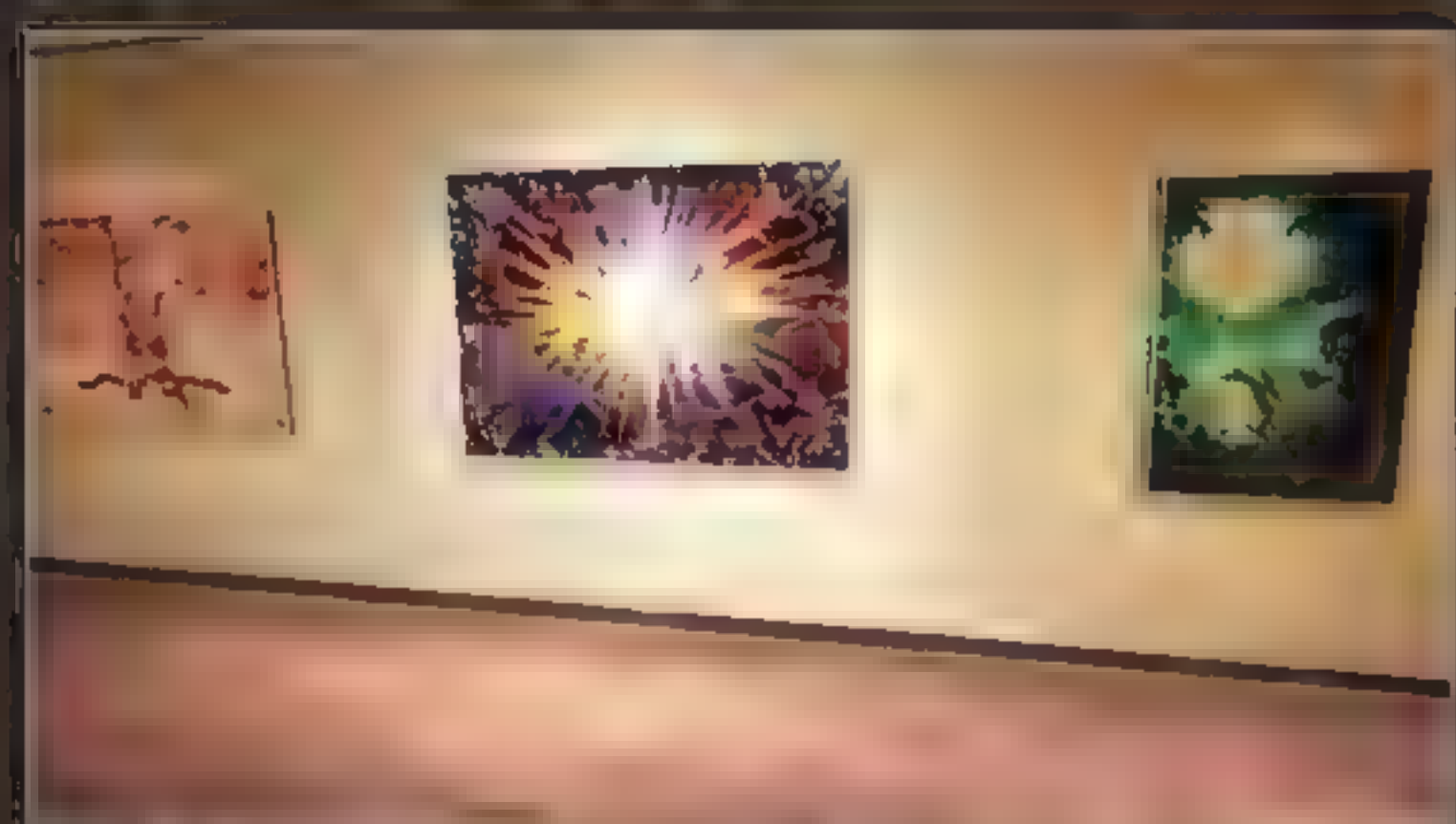
Testing Center Hallway



Art Museum Interior



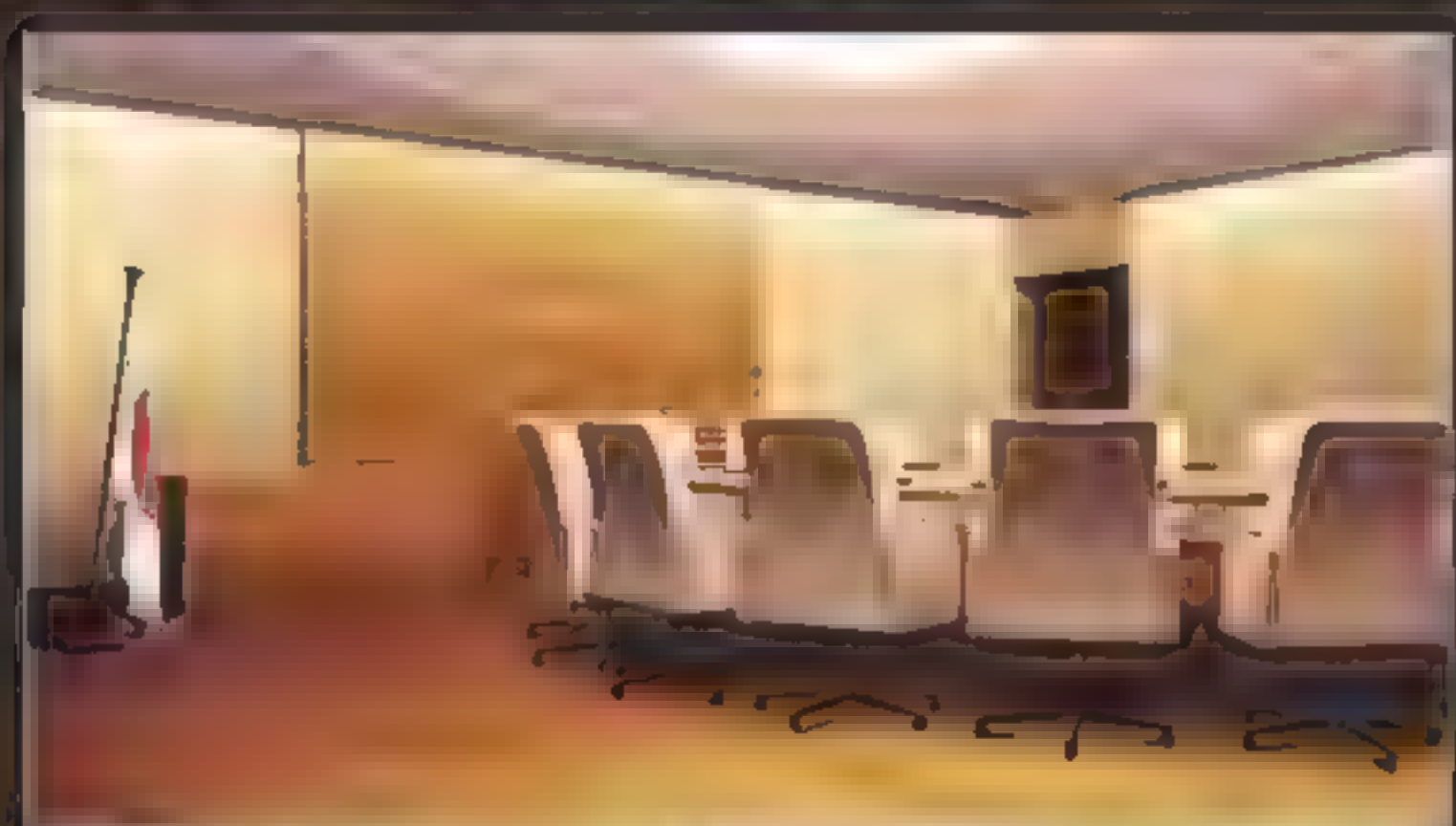
Art Museum Yusuke's Work 1



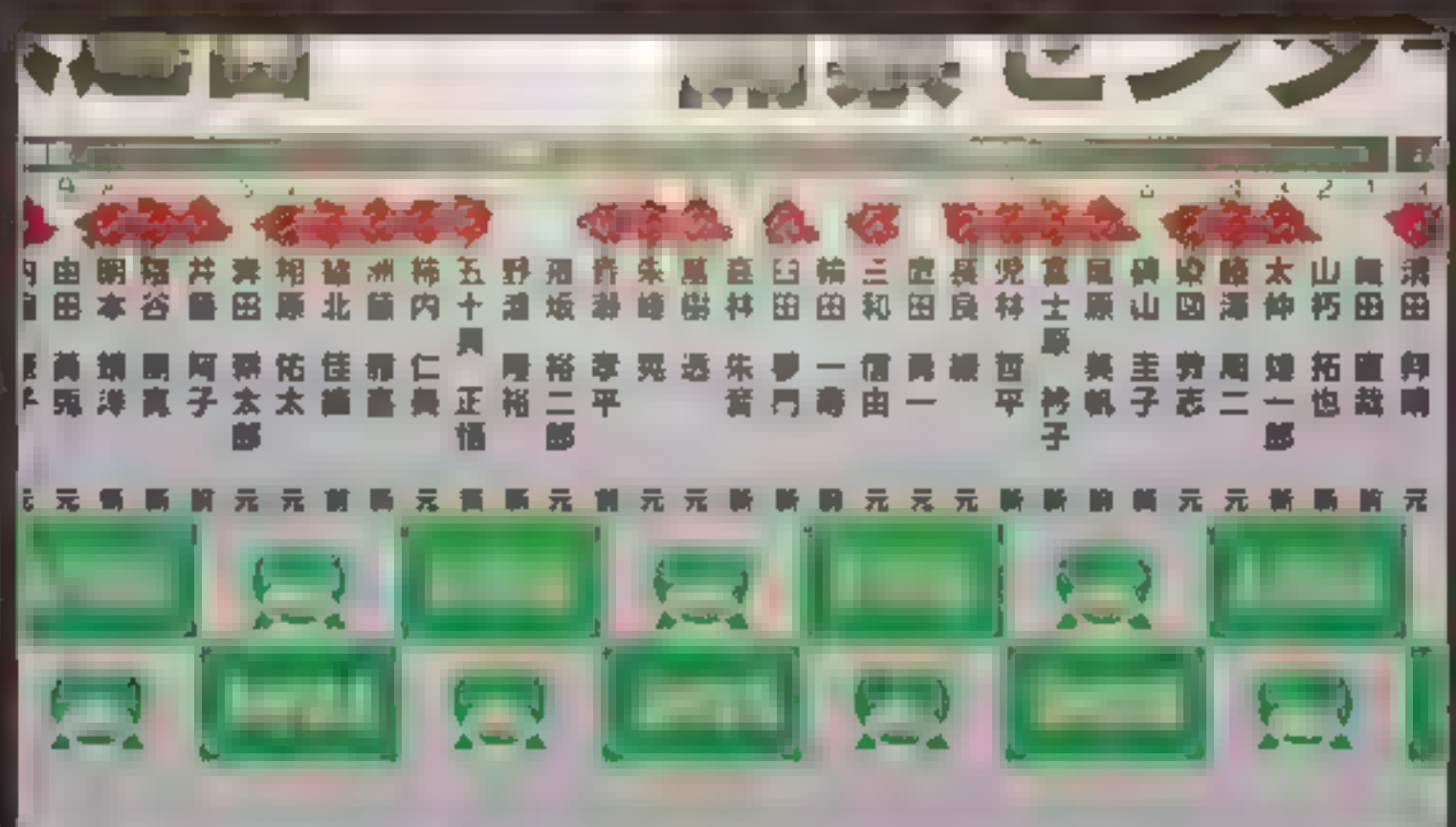
Art Museum Yusuke's Work 2



Kaneshiro and His Group's Hangout



Prime Minister's Reception Room



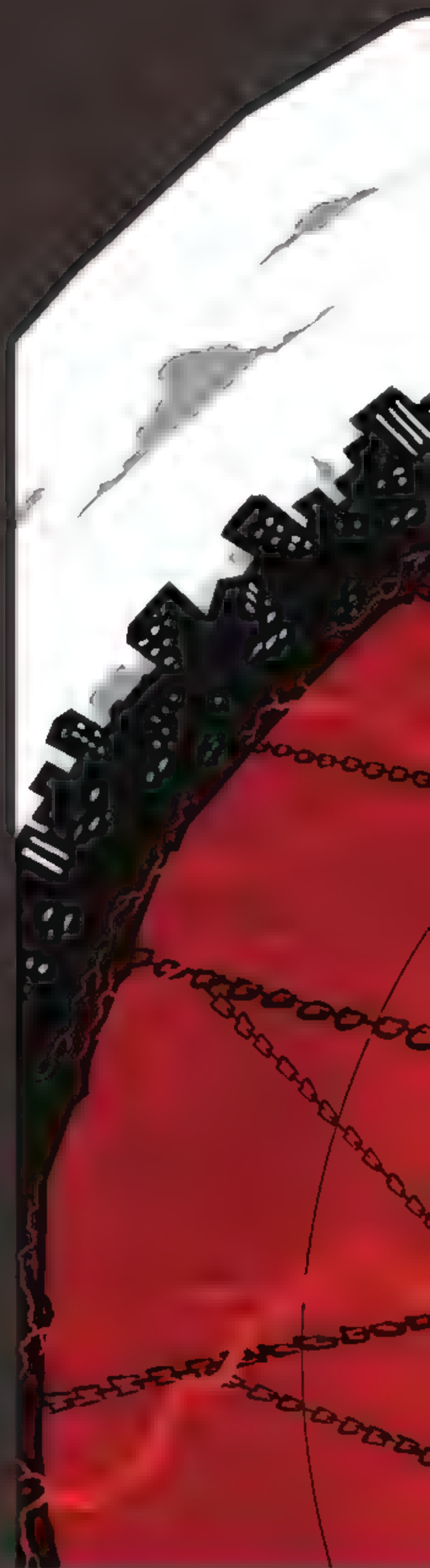
Vote Counting Hall



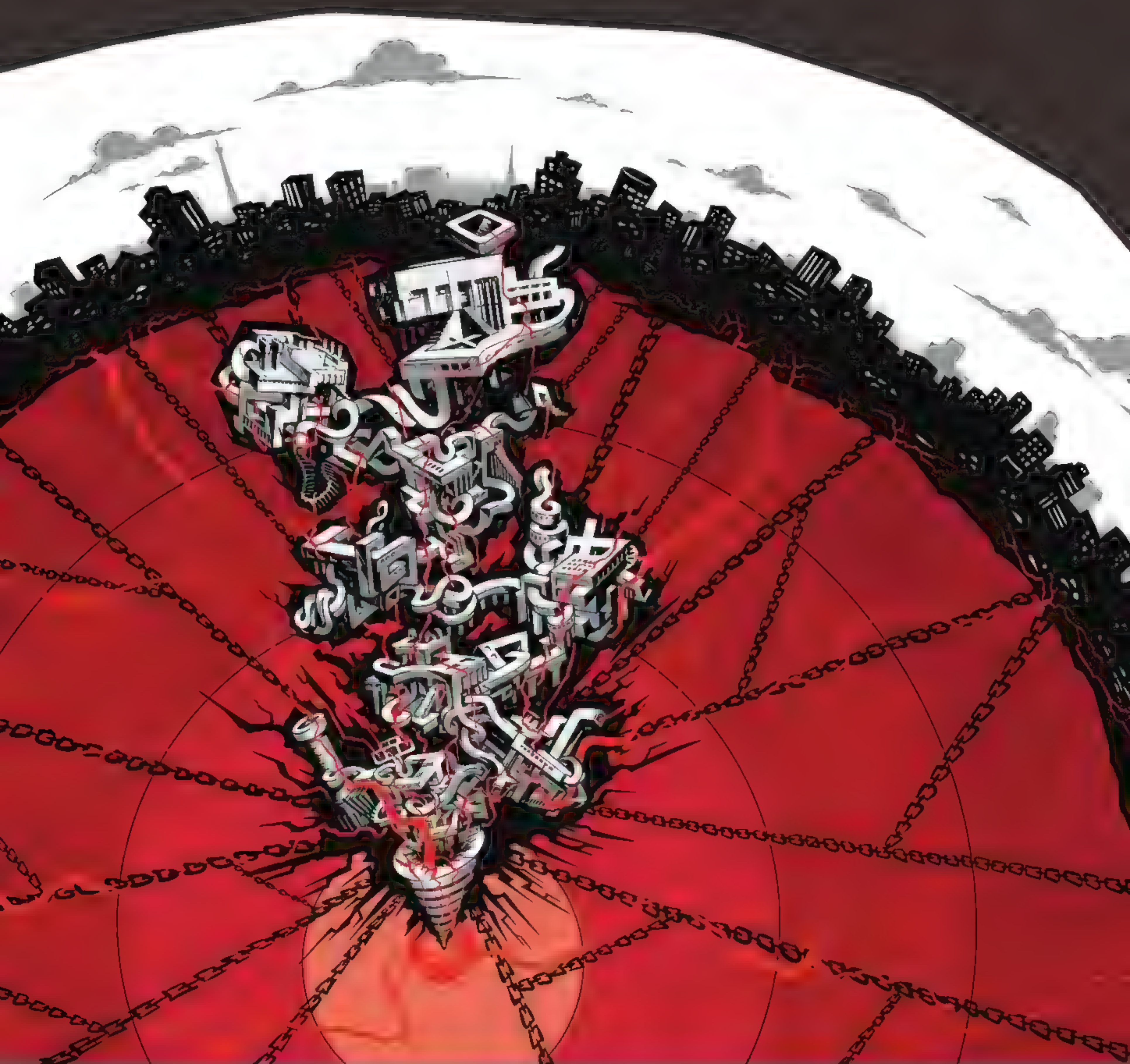
Mementos



Security Level Meter







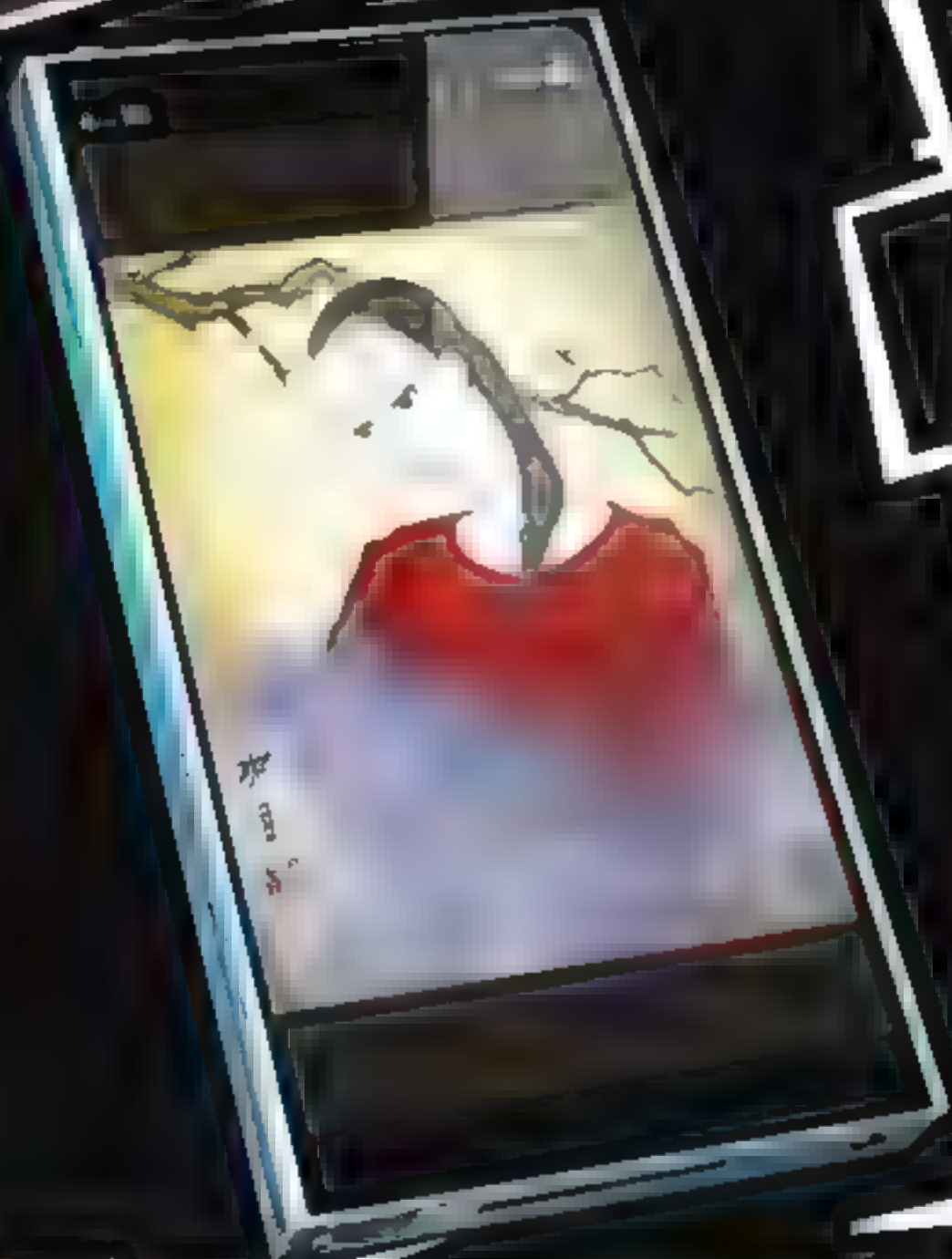
Full Map



## In-Game Props



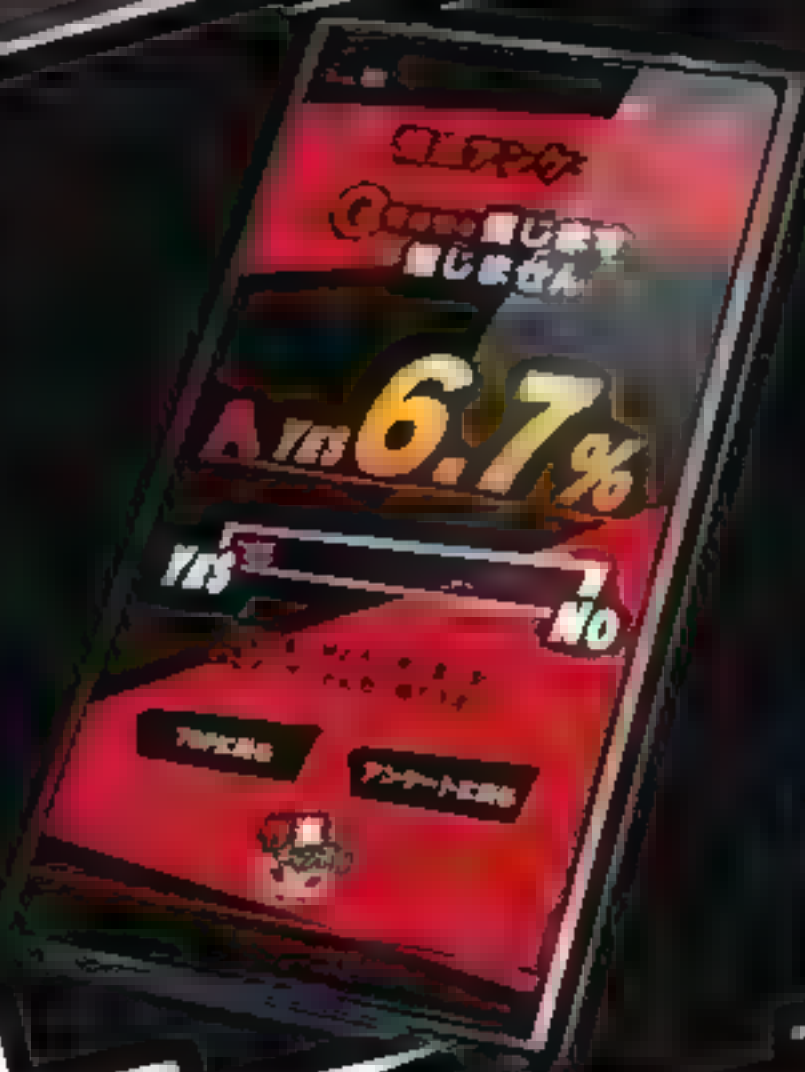
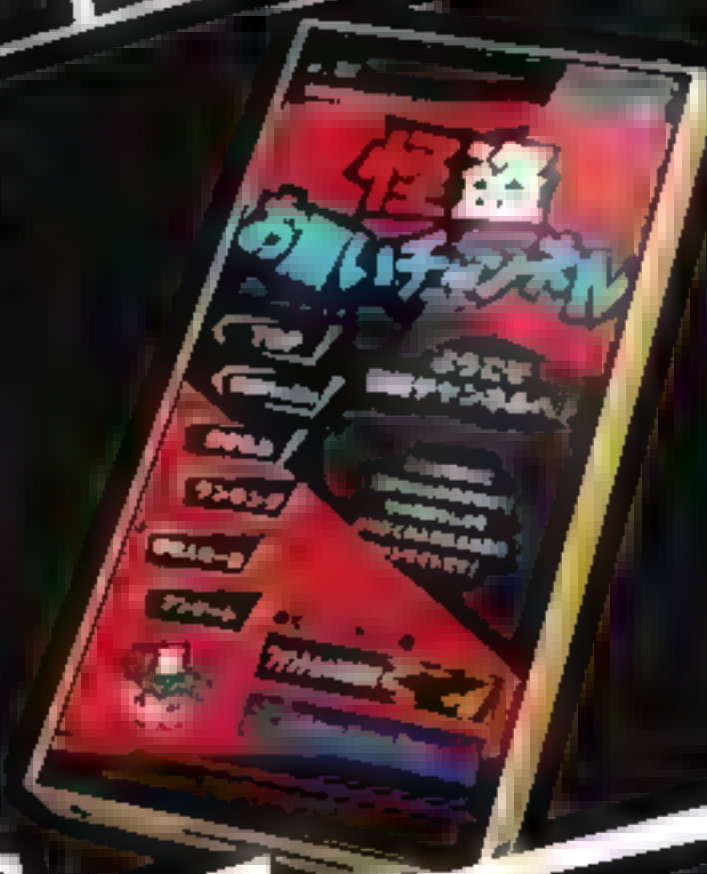
Description Panels



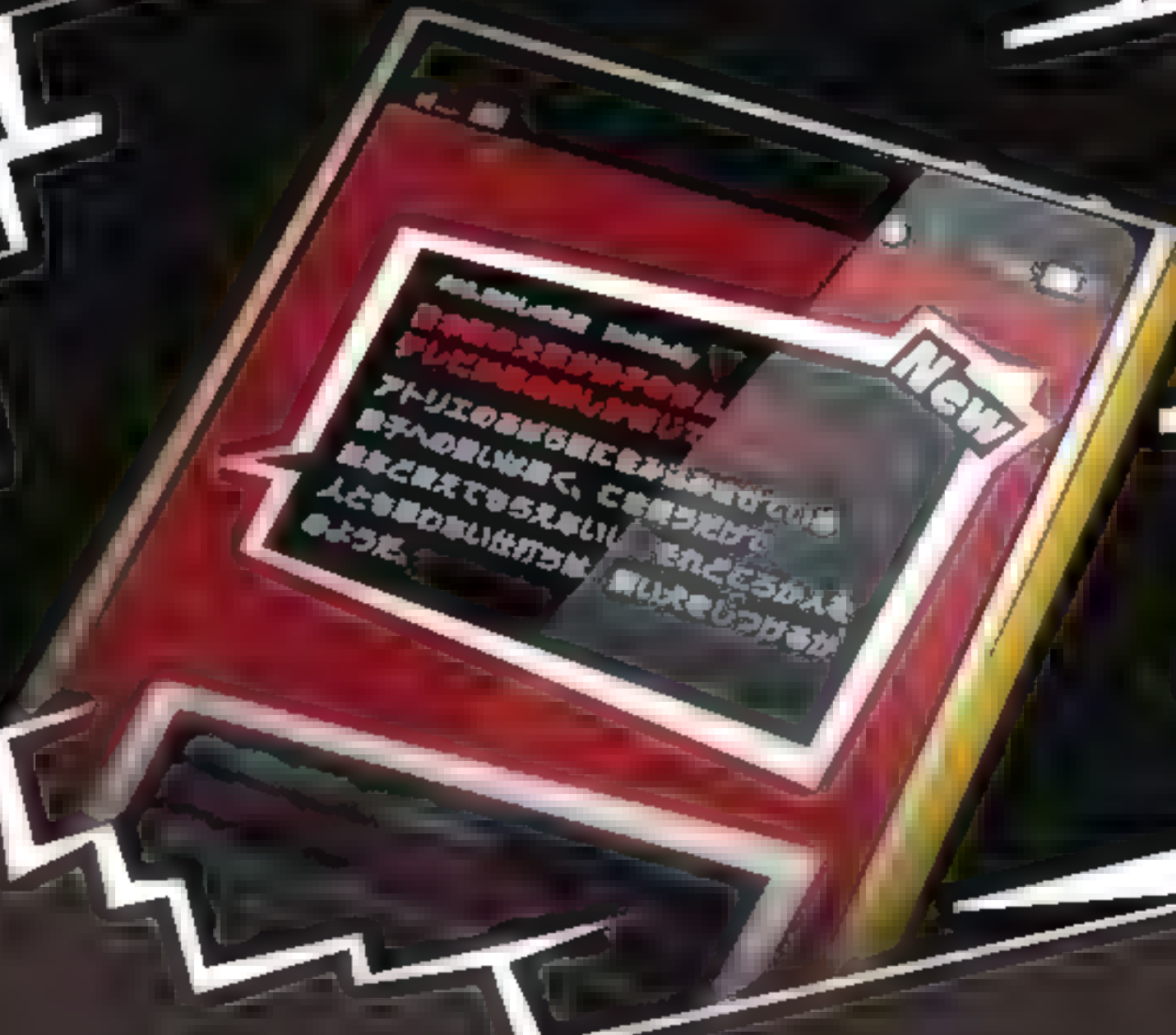
Sayuri



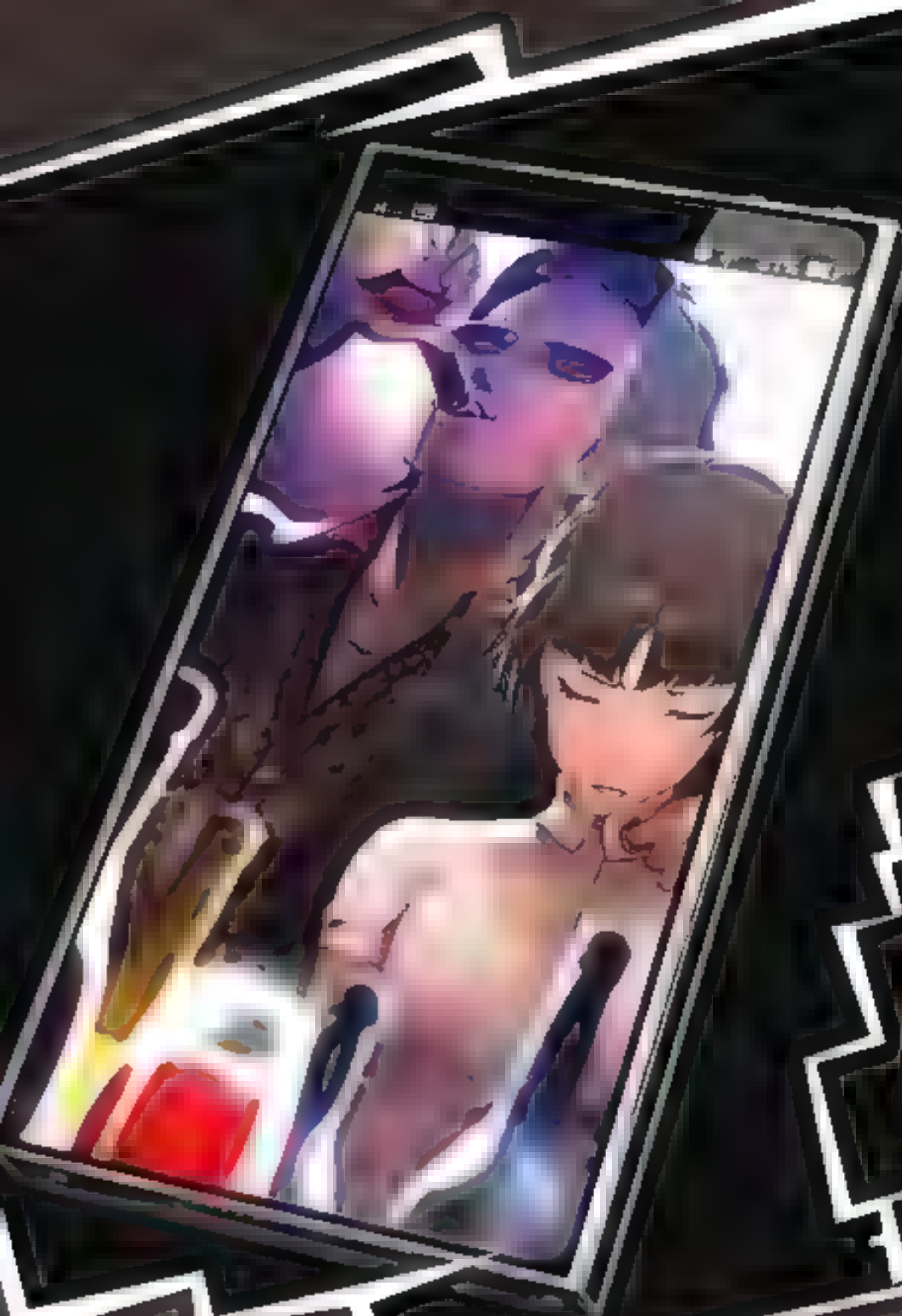
Yusuke's Tattoo Drawing



Phantom Afficionado Website



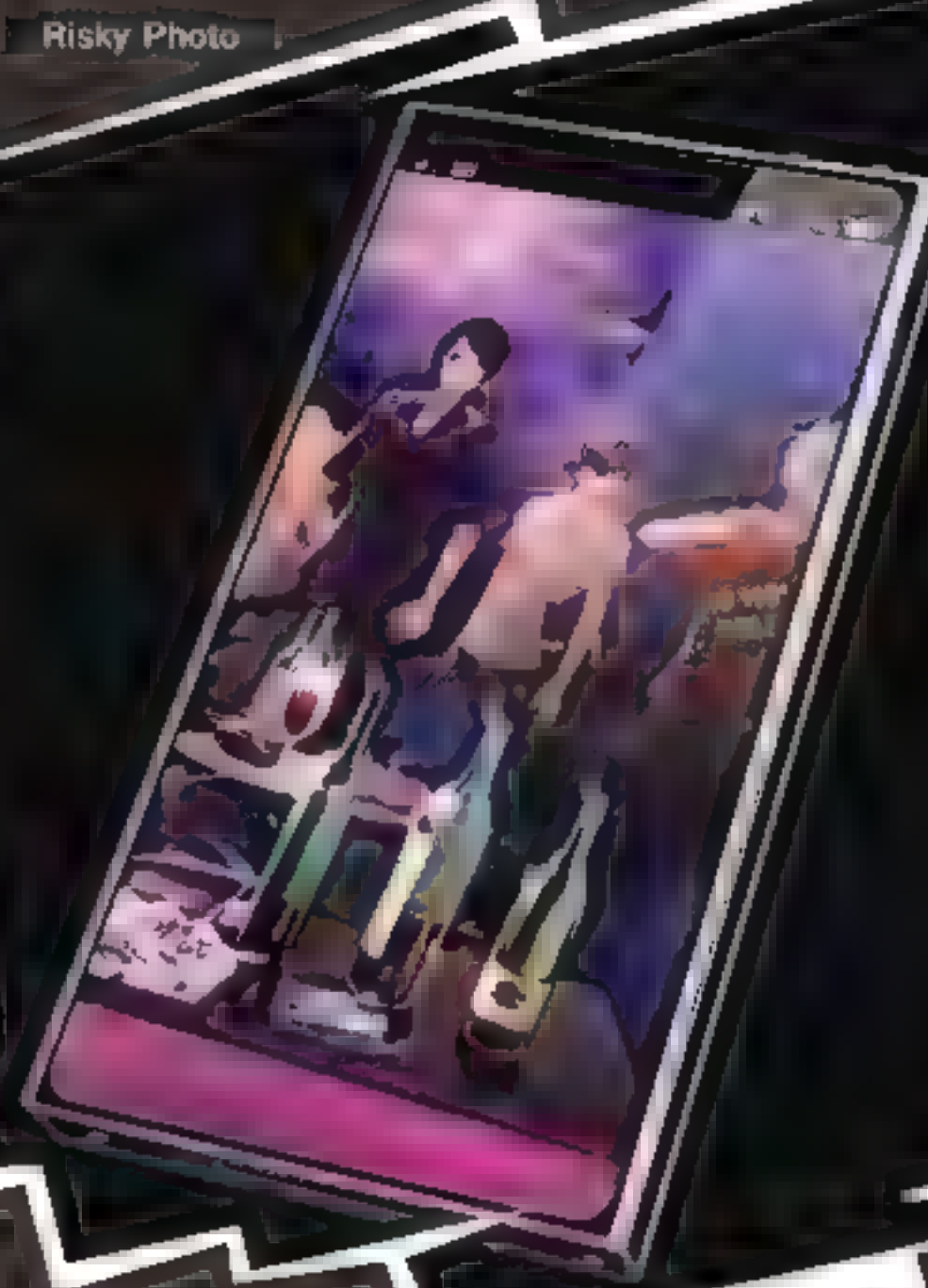




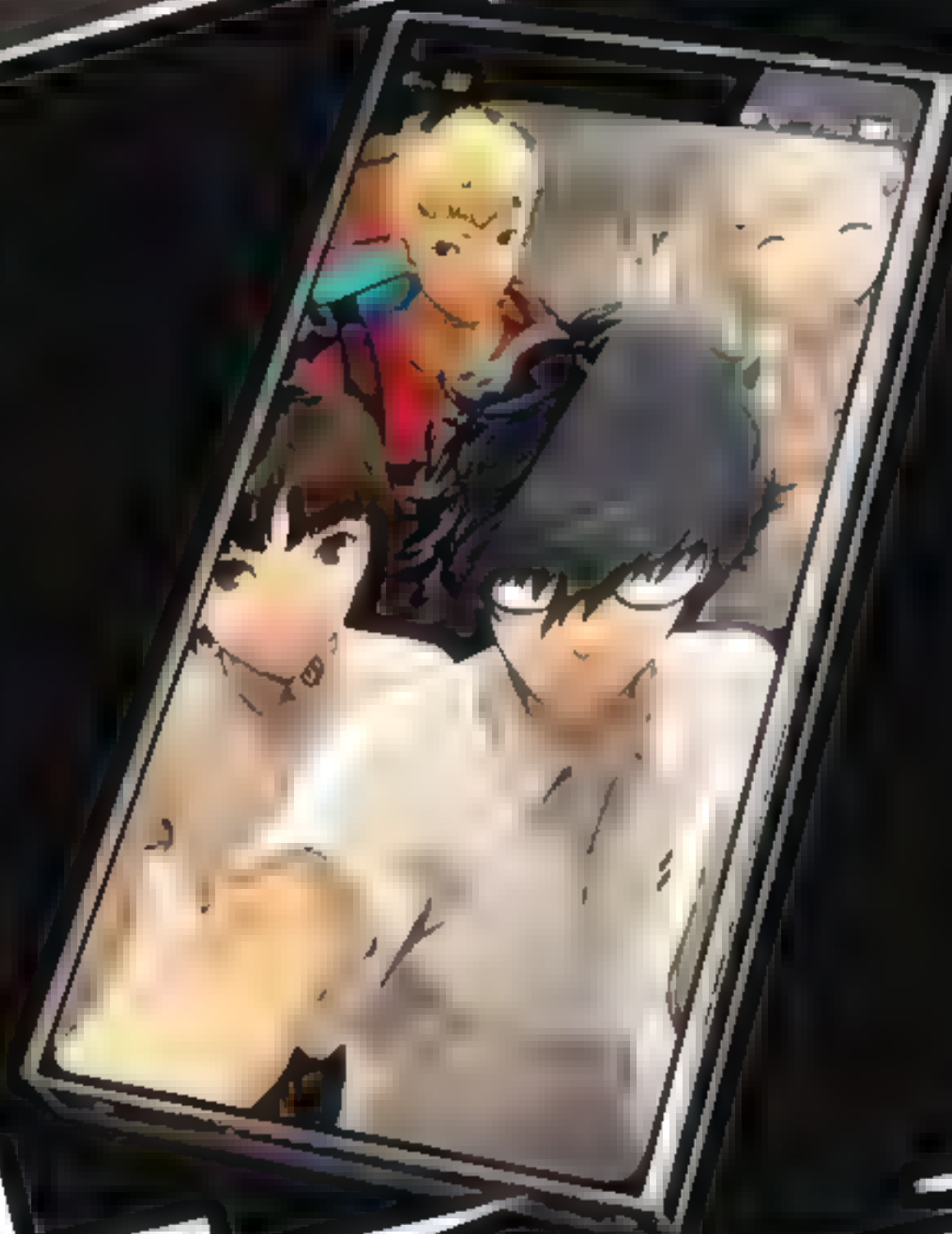
Evidence Photo



Kaneshiro's Treasure



Risky Photo



Class Trip Photo



Hawaii Photo



Evidence Photo



Okumura's Treasure



Cracking



Haru





Designed by Ryuji | Calling Card to Kamoshida





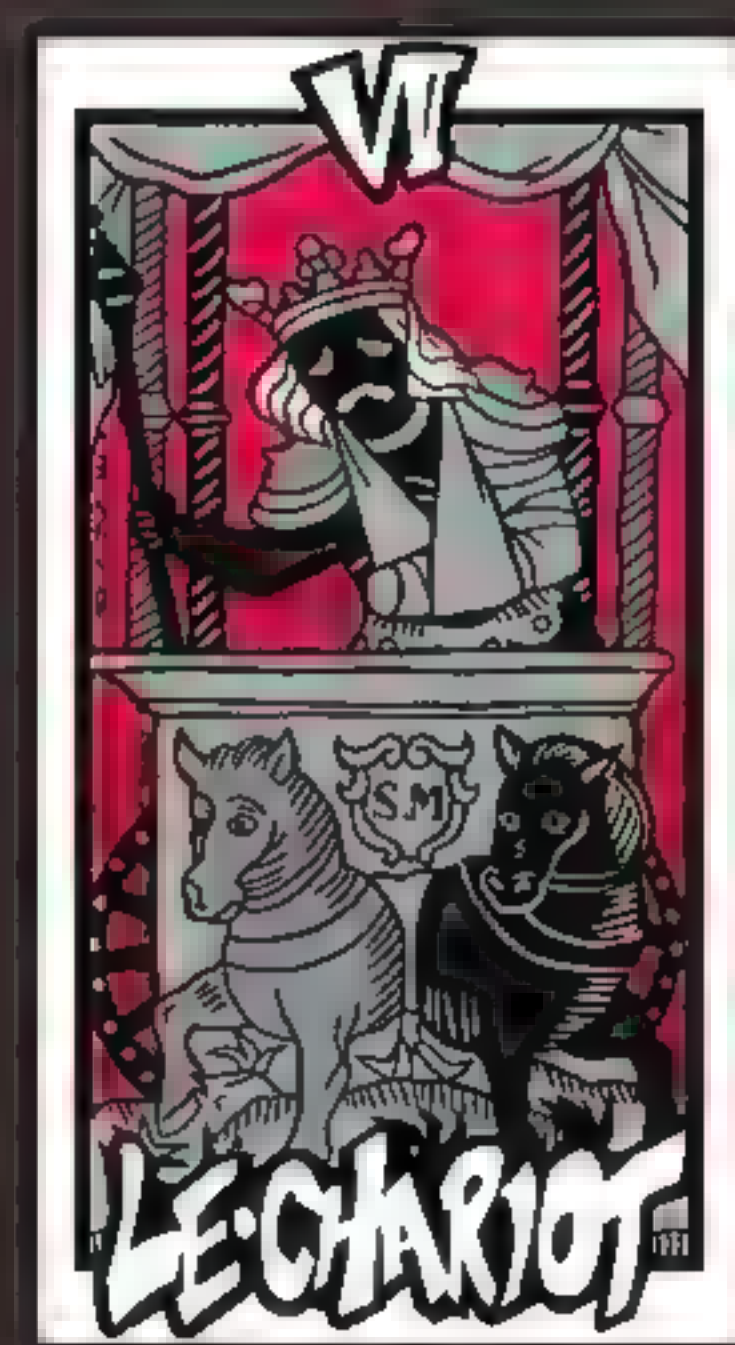
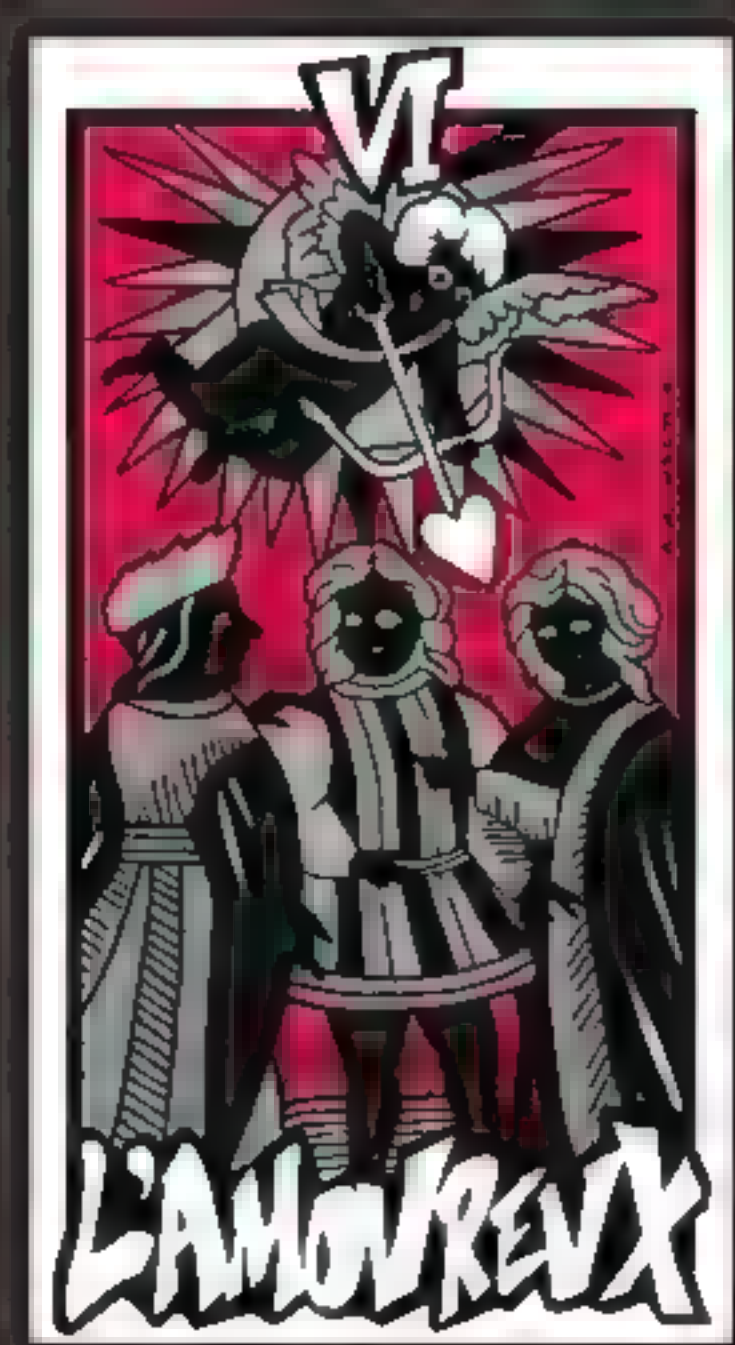
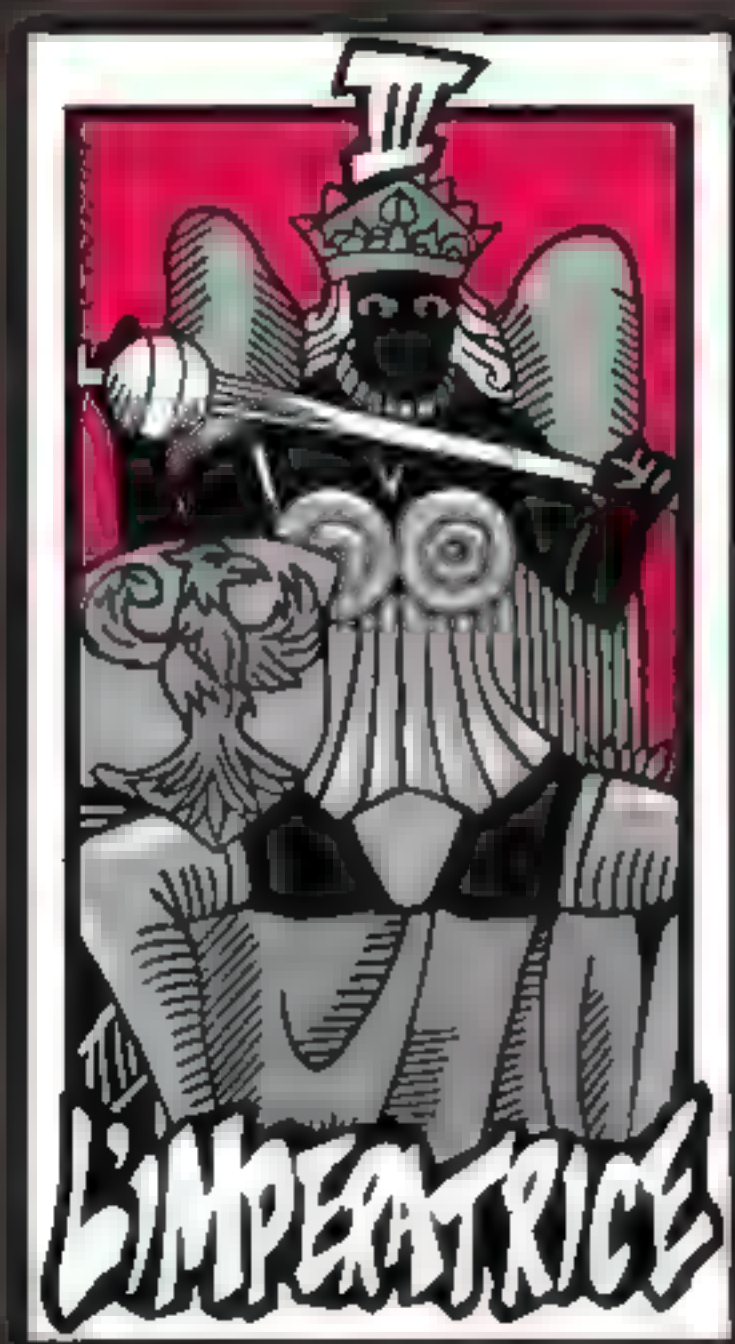
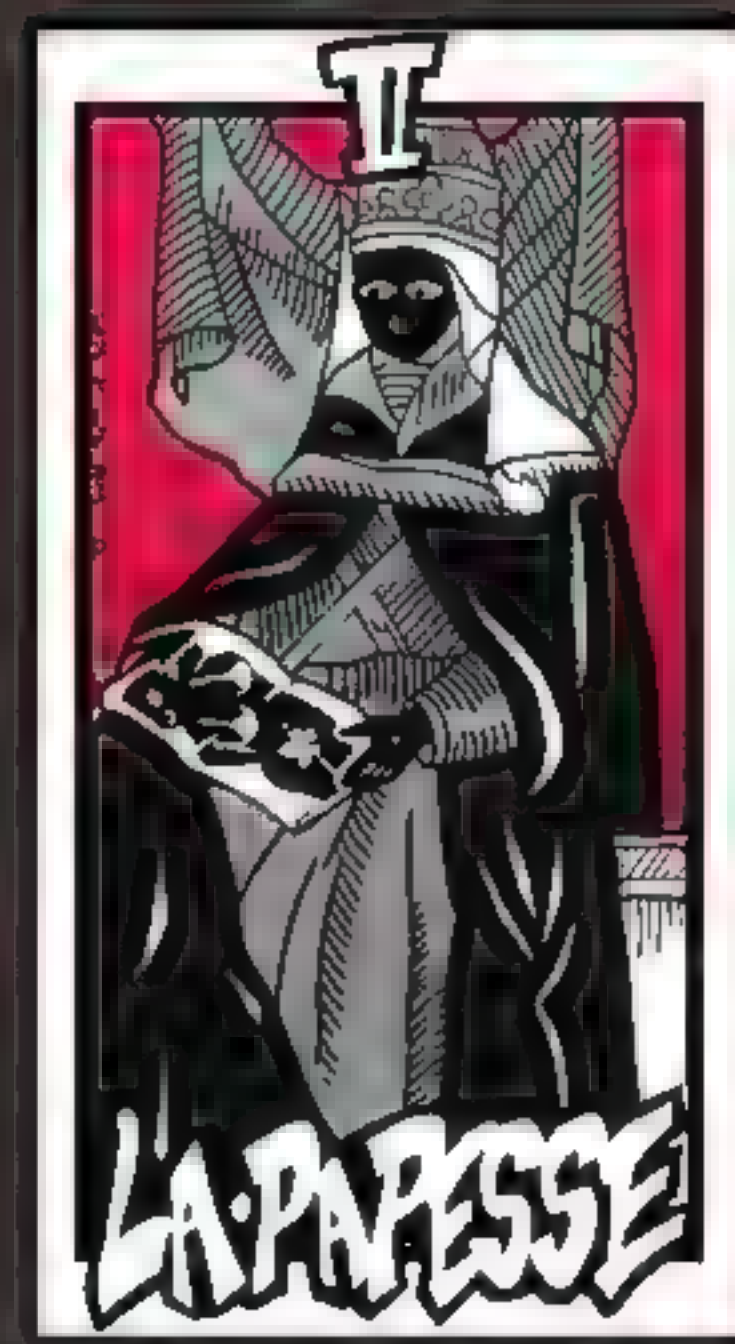
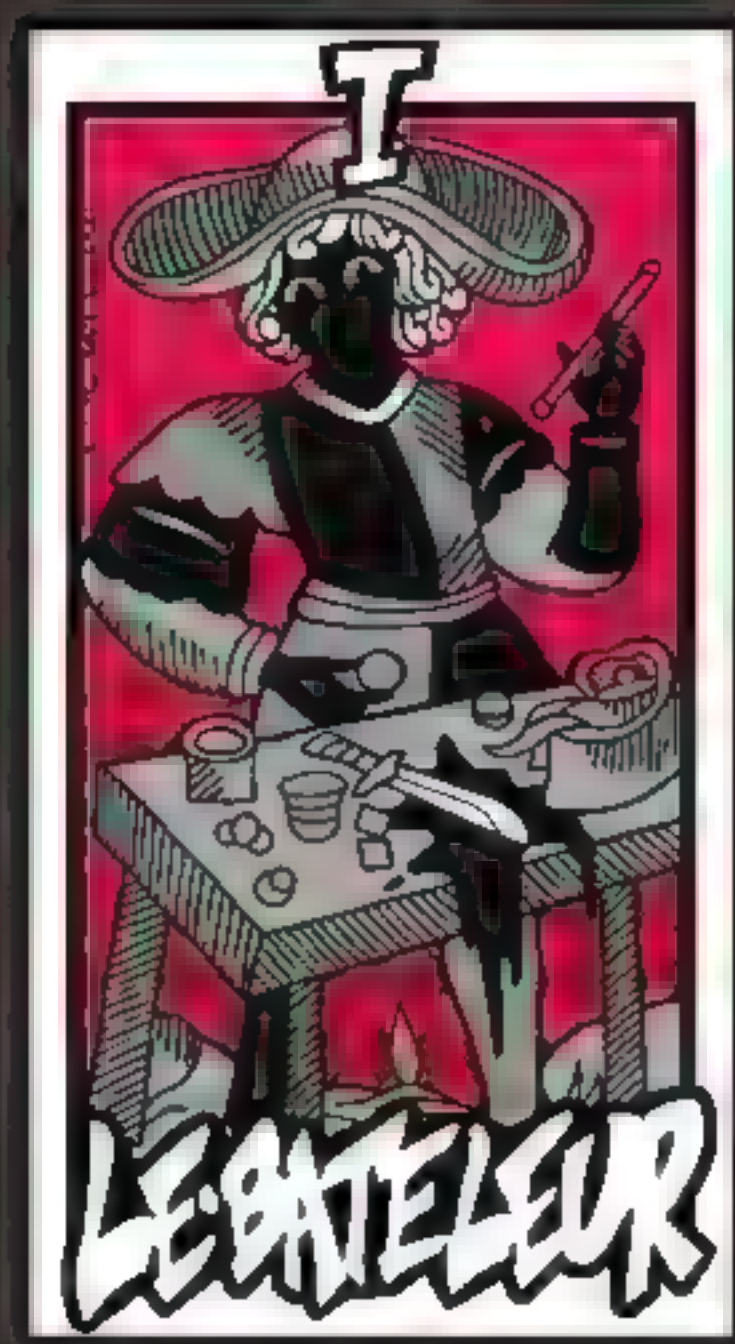




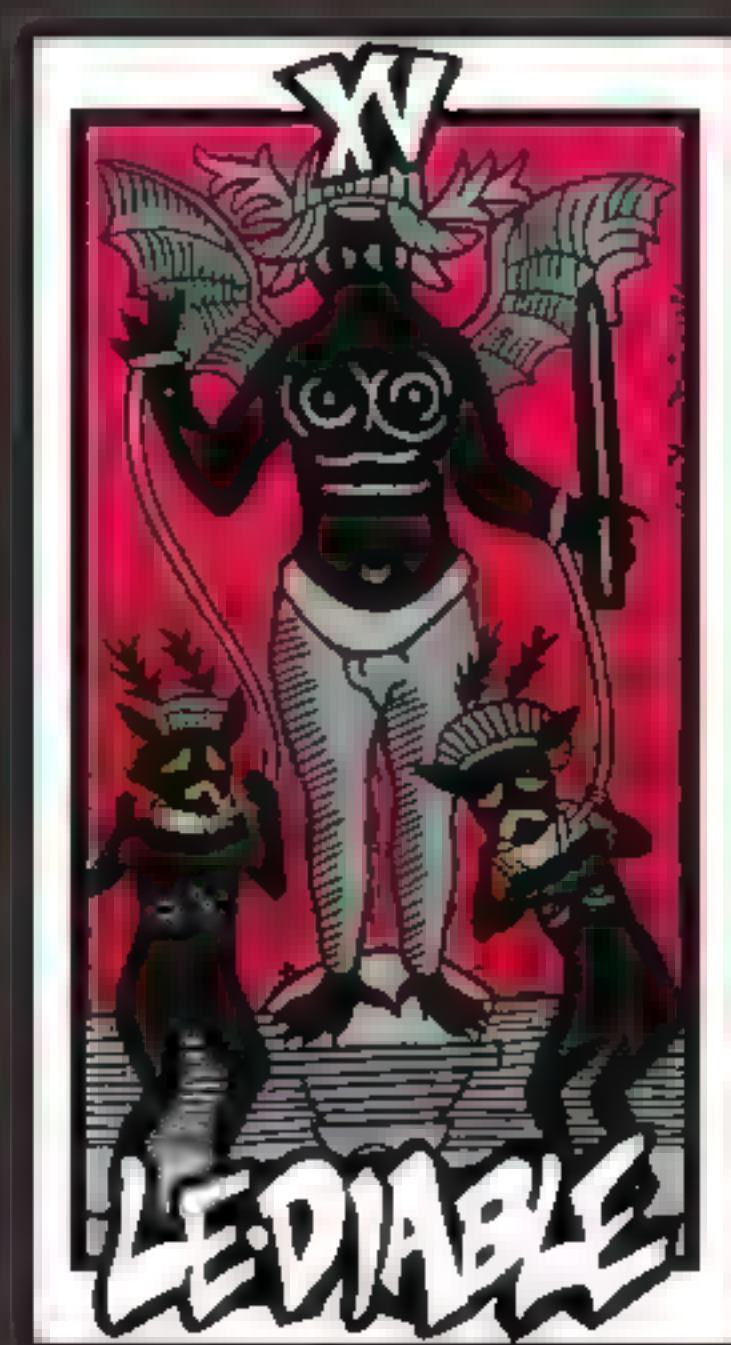
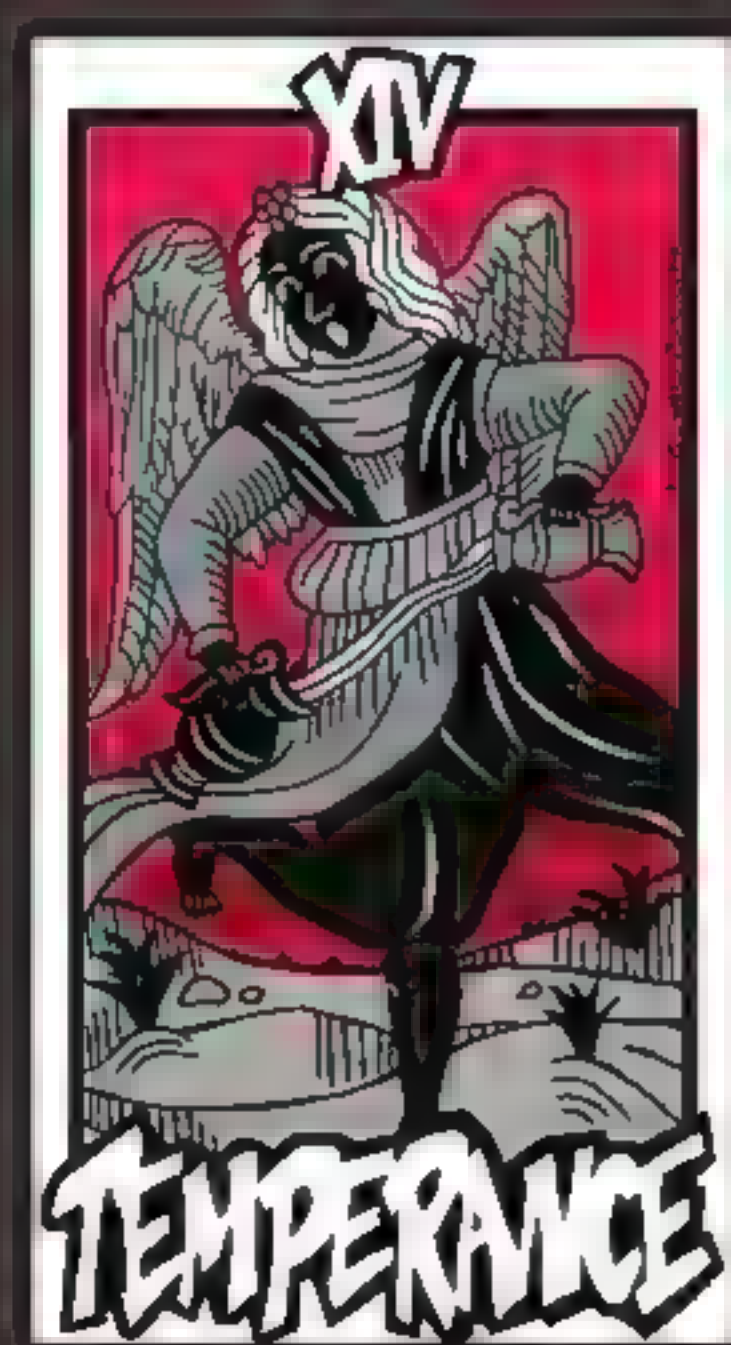
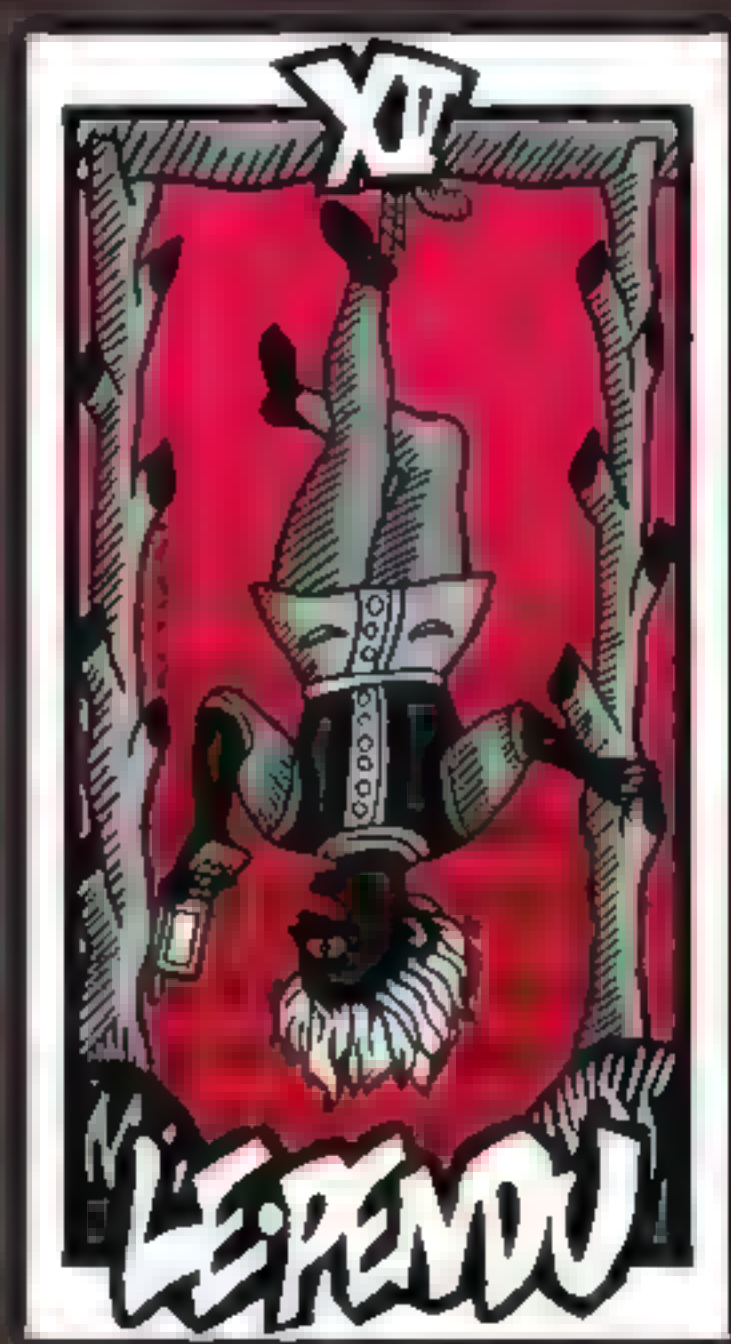
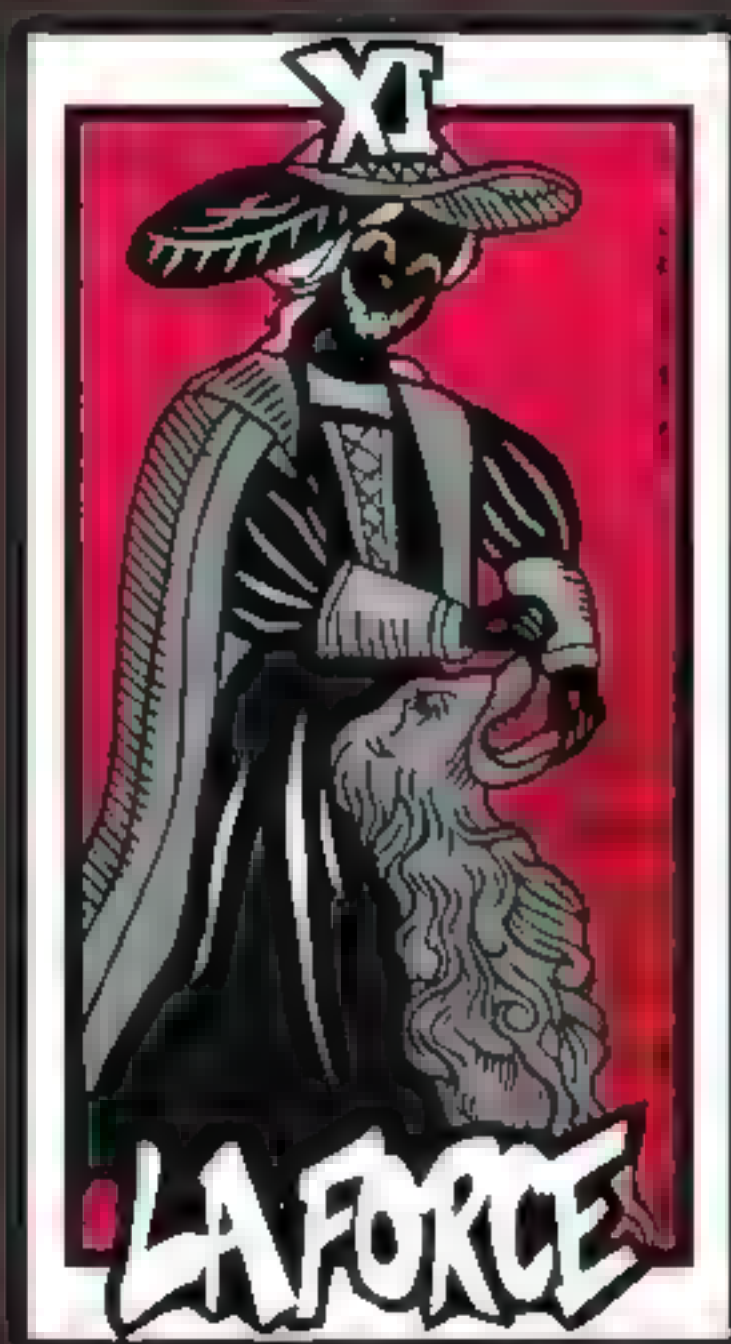
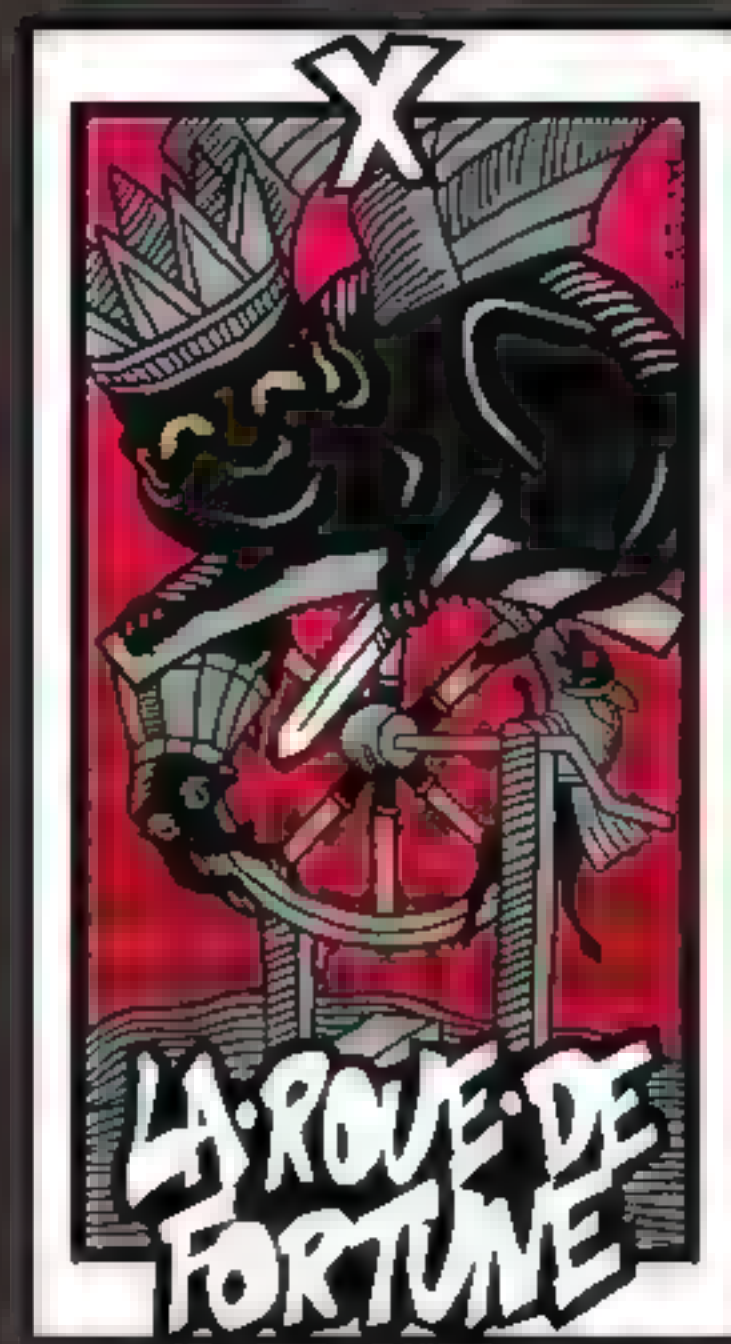
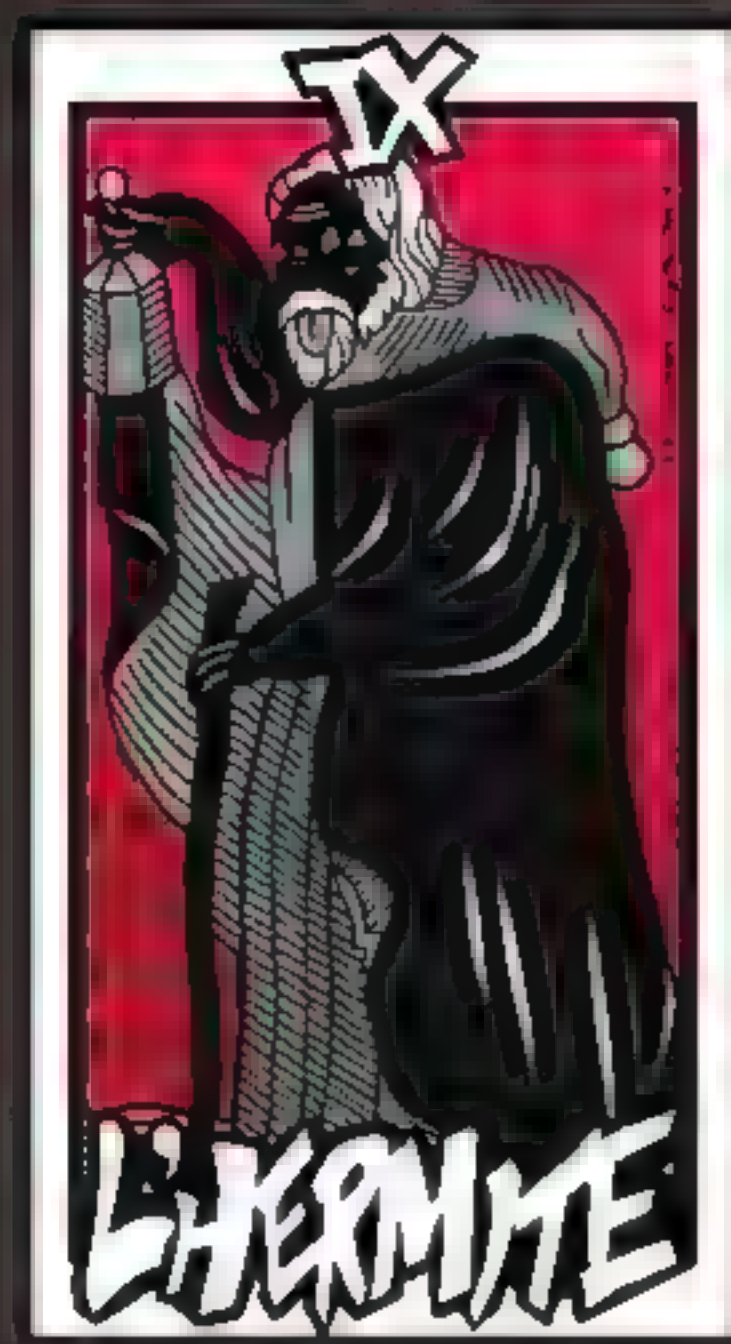
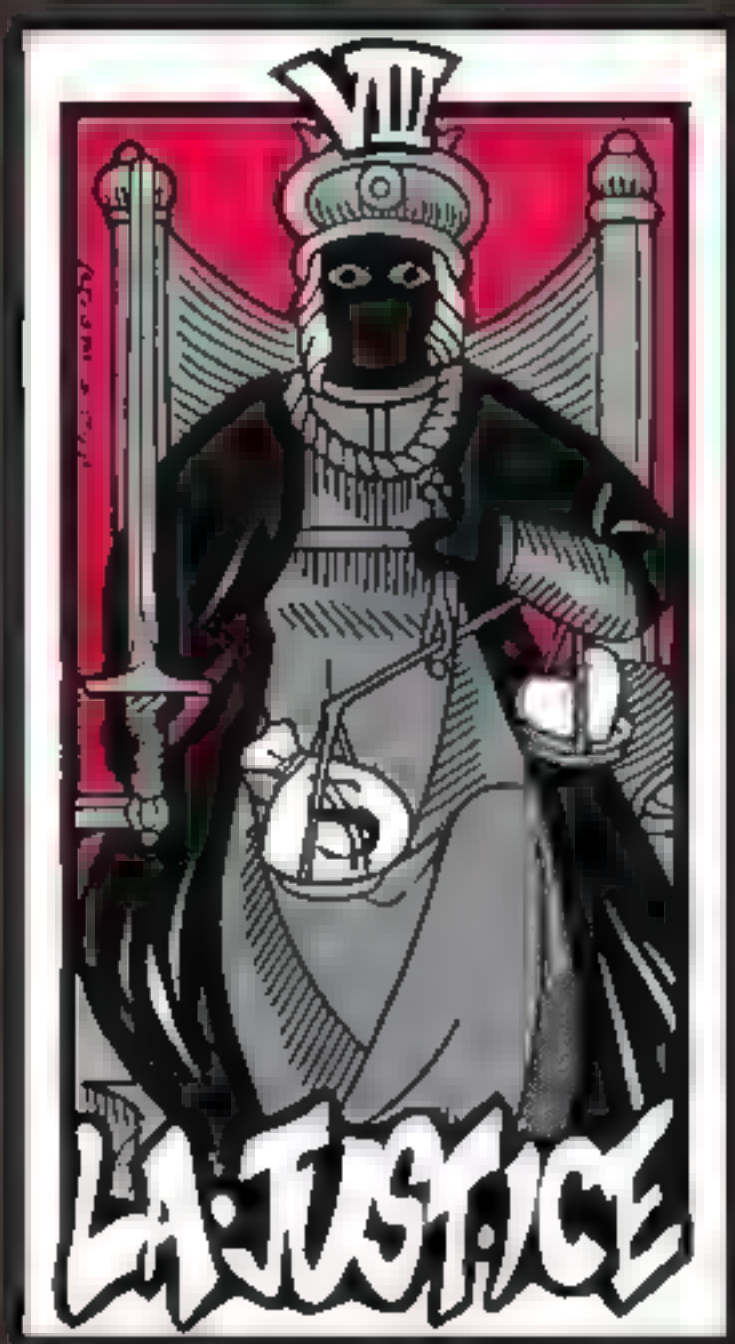
Logo



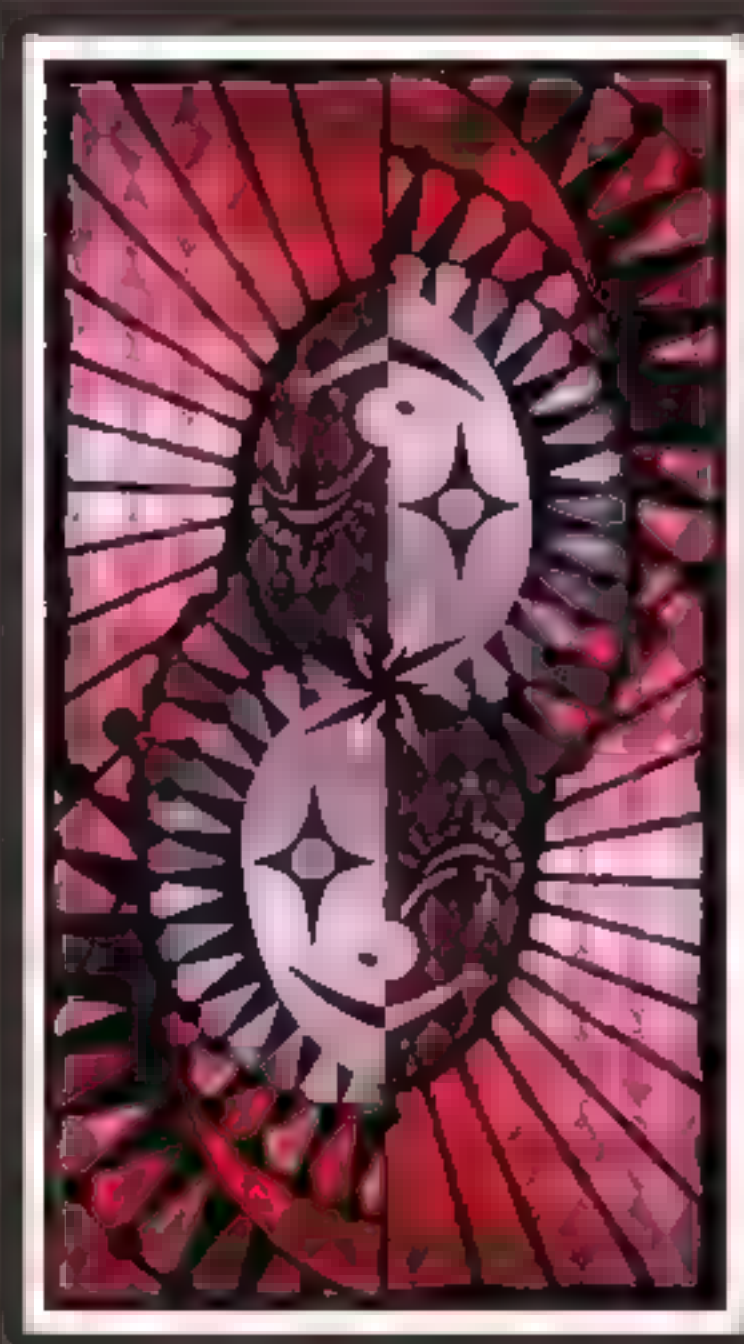
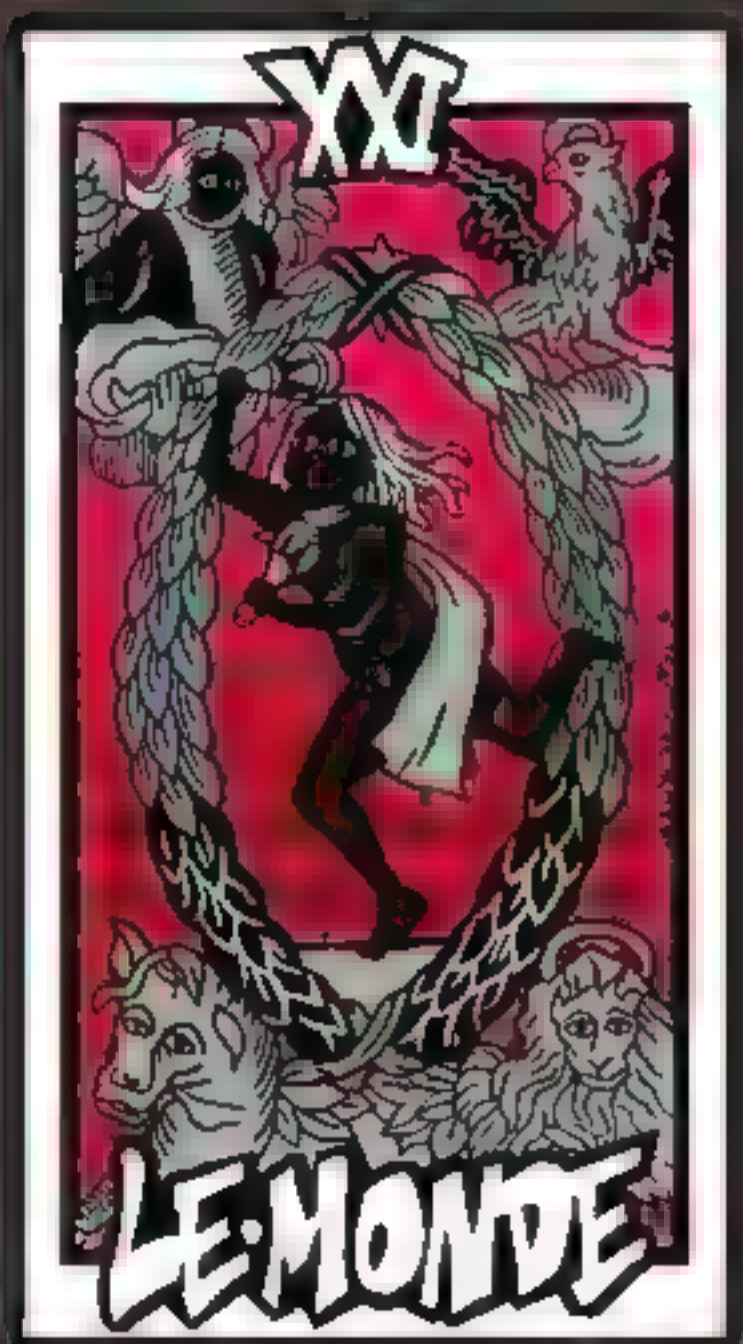
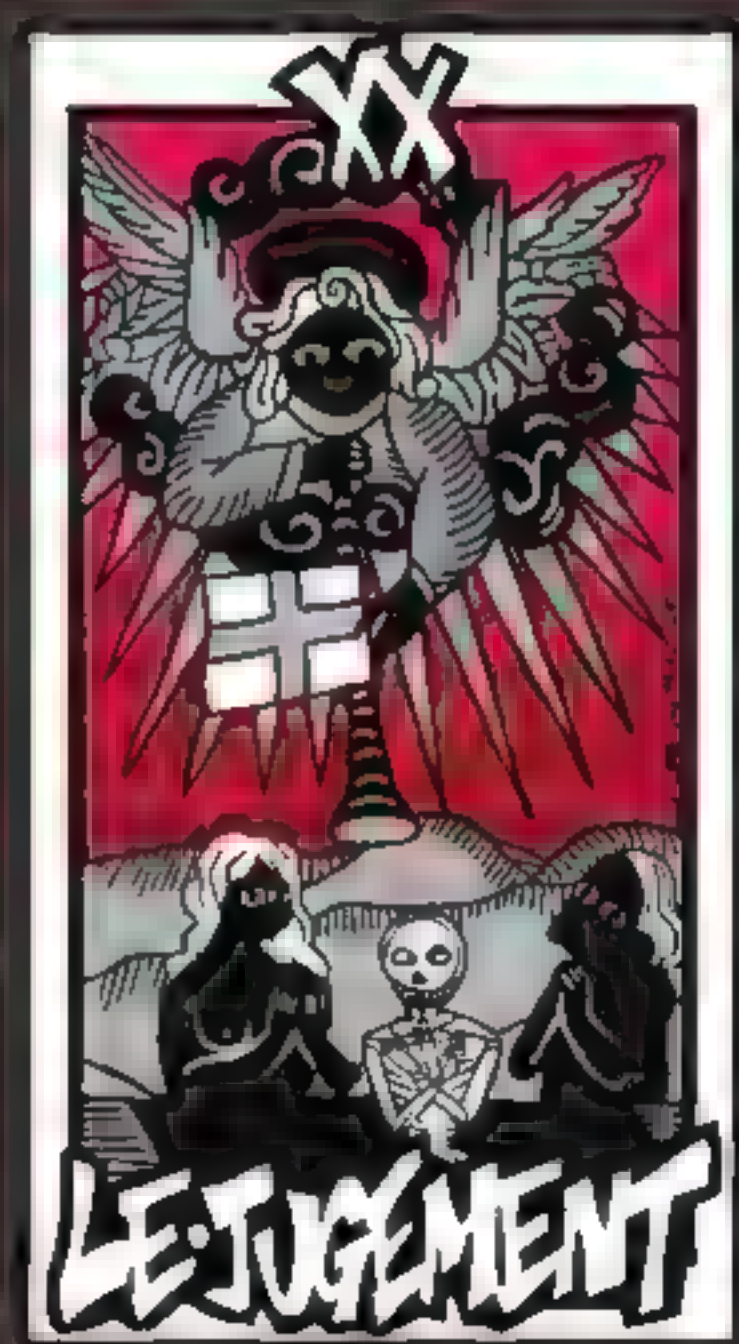
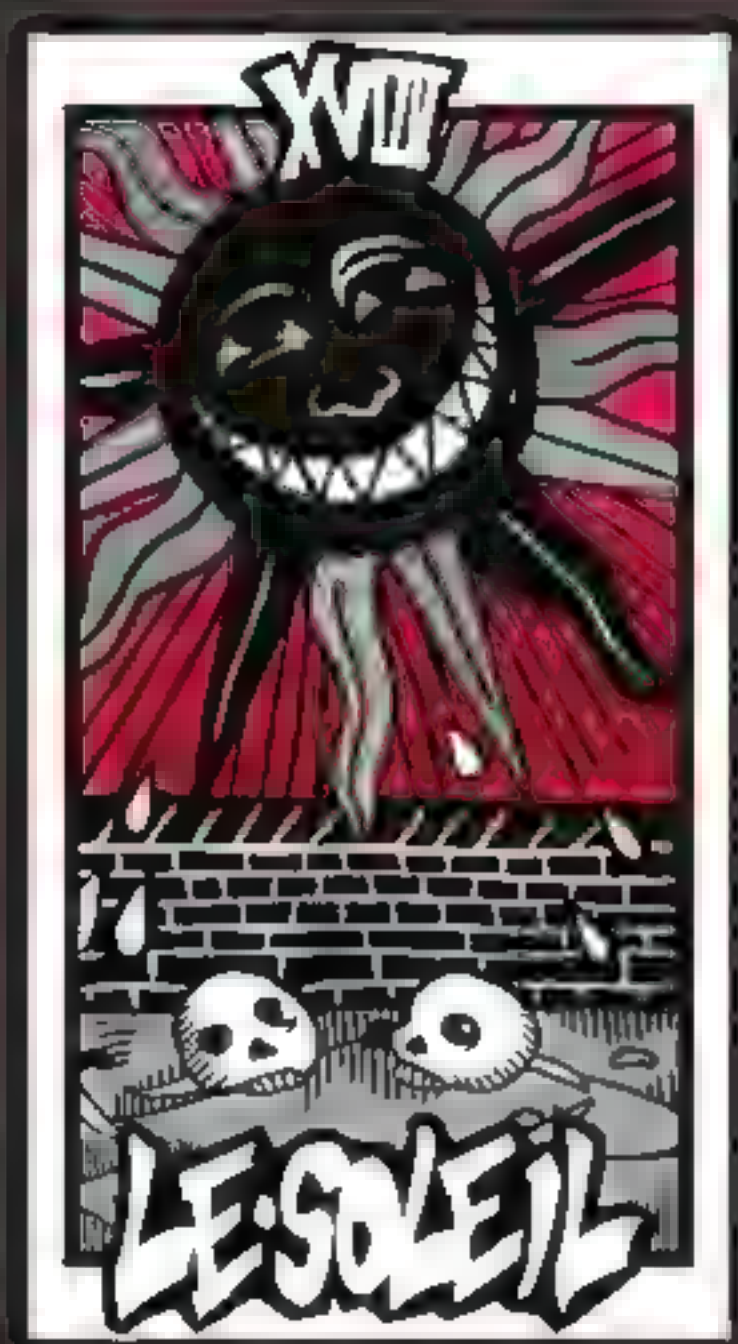
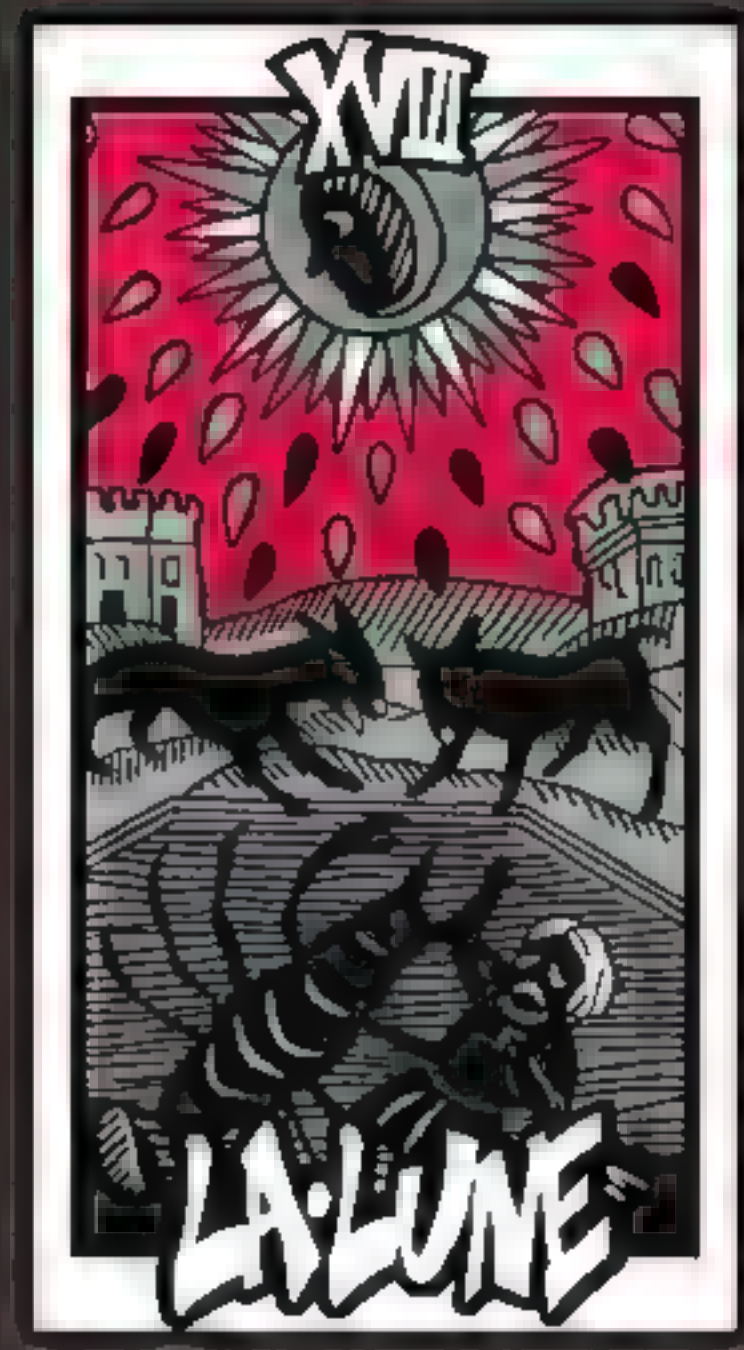
## Arcana Cards









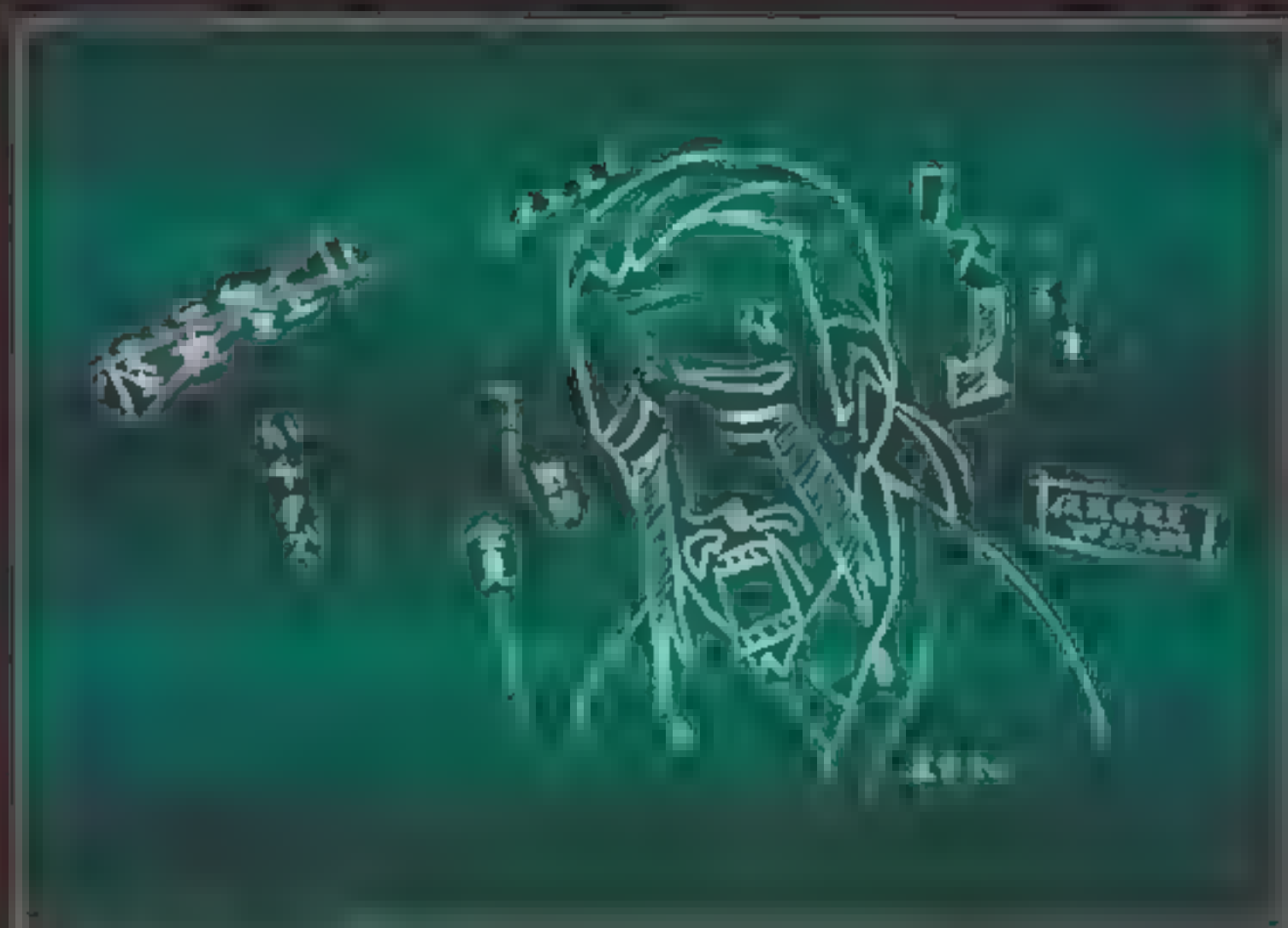




## Graffiti on Blackboard



May 6 ~ June 5



June 6 ~ June 11



June 12 ~ July 10



July 11 ~ July 19



July 20 ~ July 23

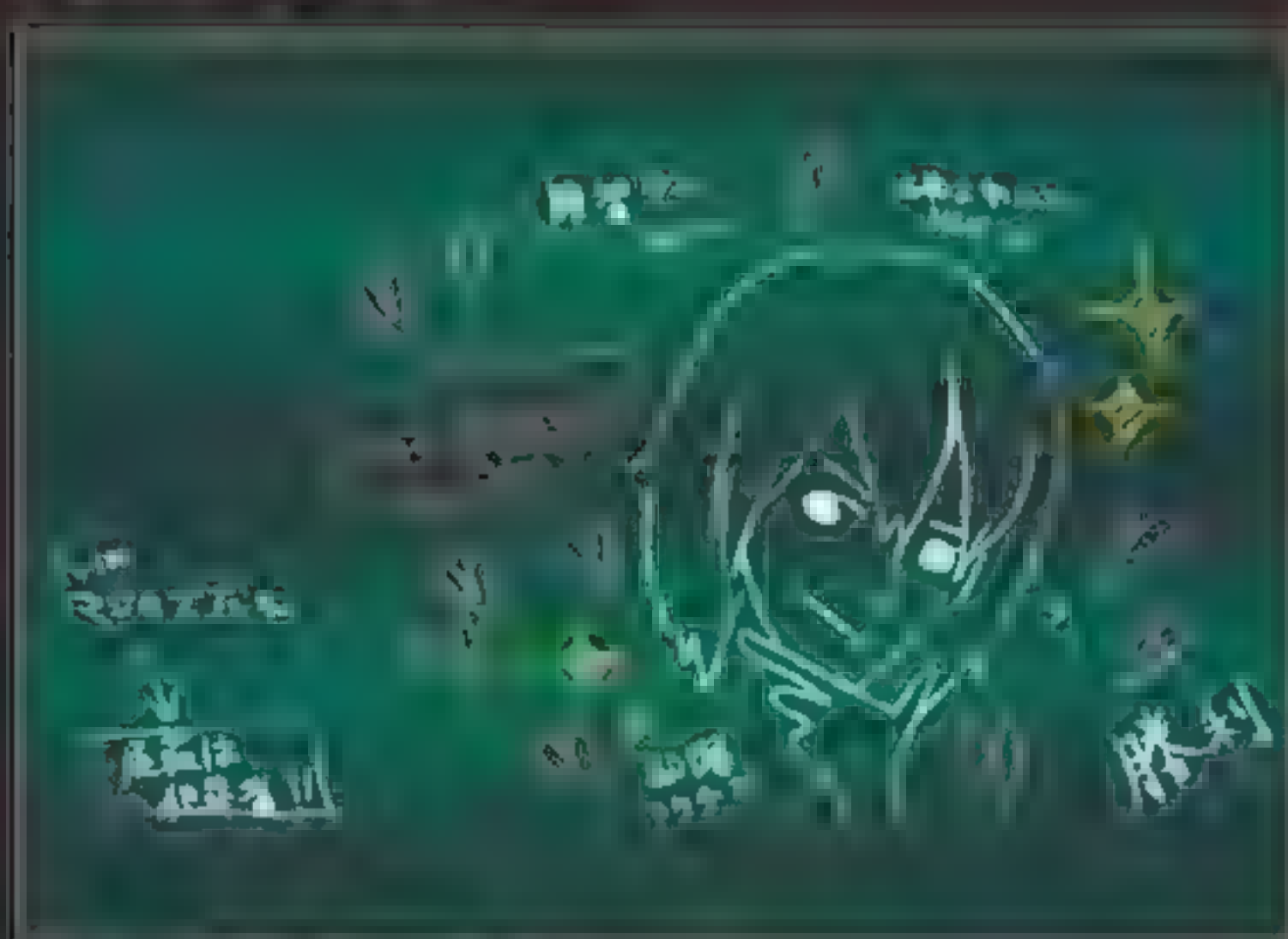


September 1 ~ September 6





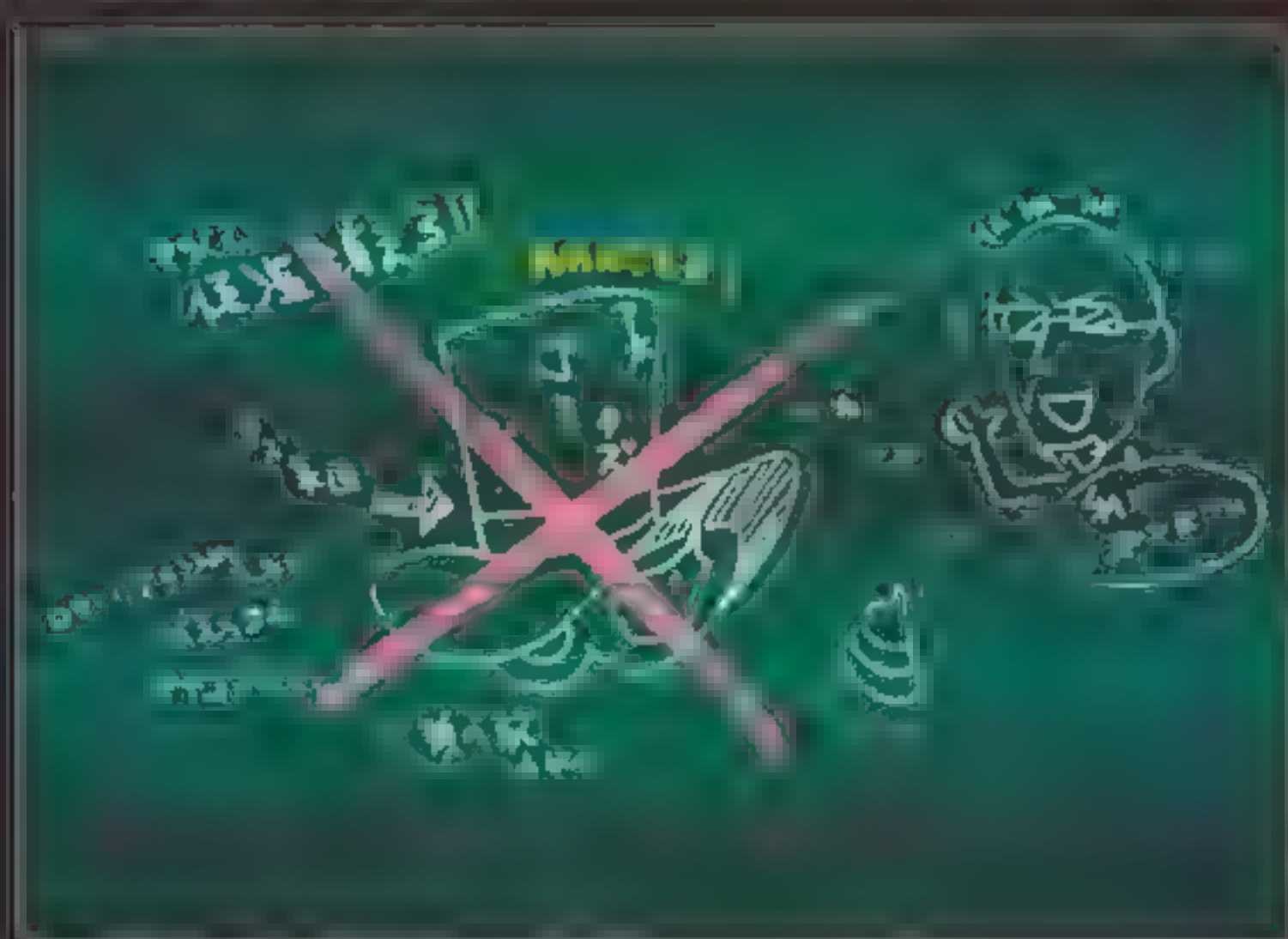
September 16 ~ October 12



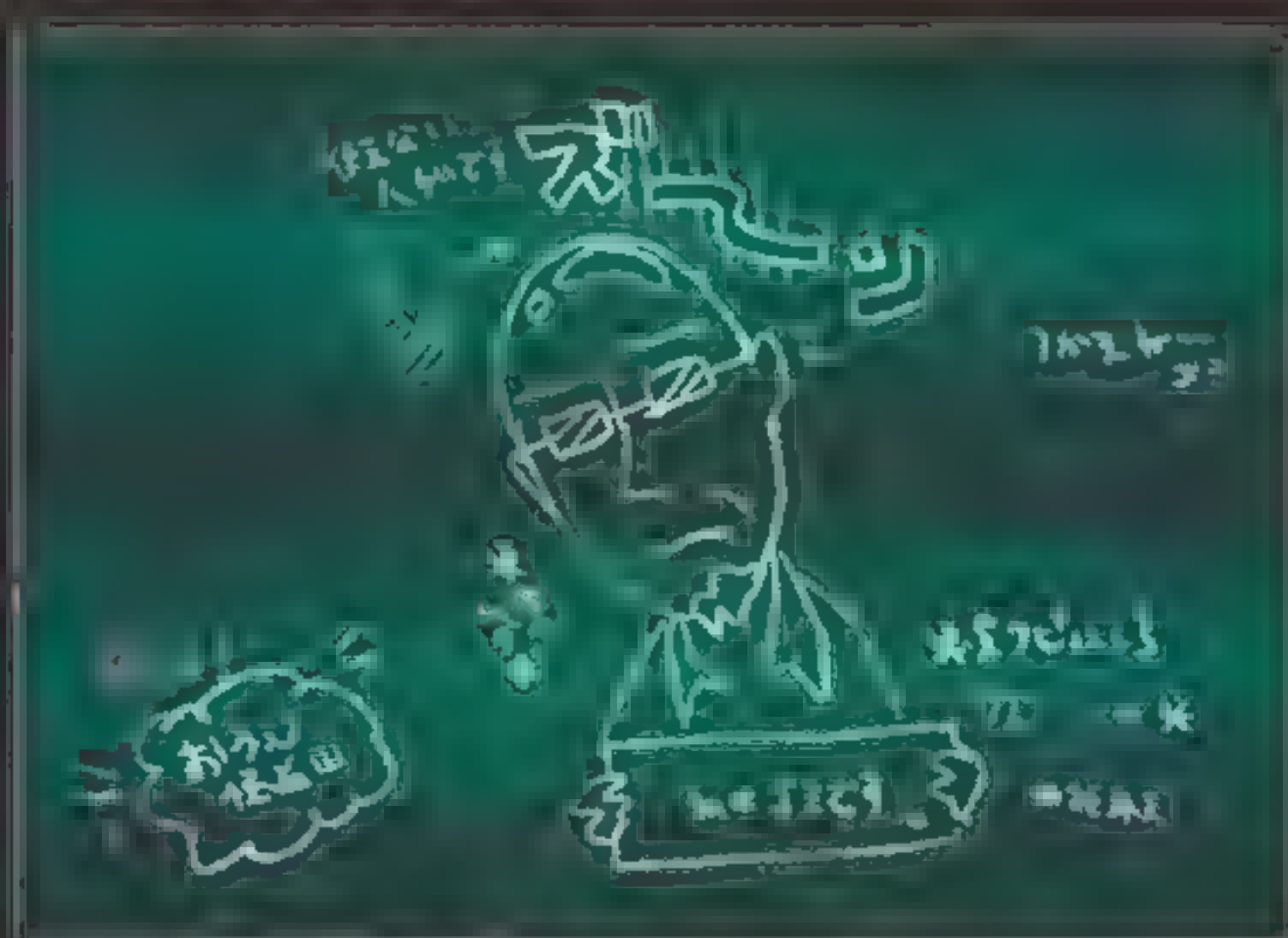
October 13 ~ October 31



November 1 ~ November 8



November 9 ~ November 19




Only December 22



# Fonts and Logos





PUSH  BUTTON 0123456789

0123456789

MONDAY月

TUESDAY火

WEDNESDAY水

0123456789

THURSDAY木

FRIDAY金

朝 午前 昼間 昼休み

SATURDAY土

SUNDAY日

夜 午後 放課後

BONUS!

CHECK!

GoTo

SNS

Attack!

Action!

Steal!

Talk

Chance!

Listen

SNS

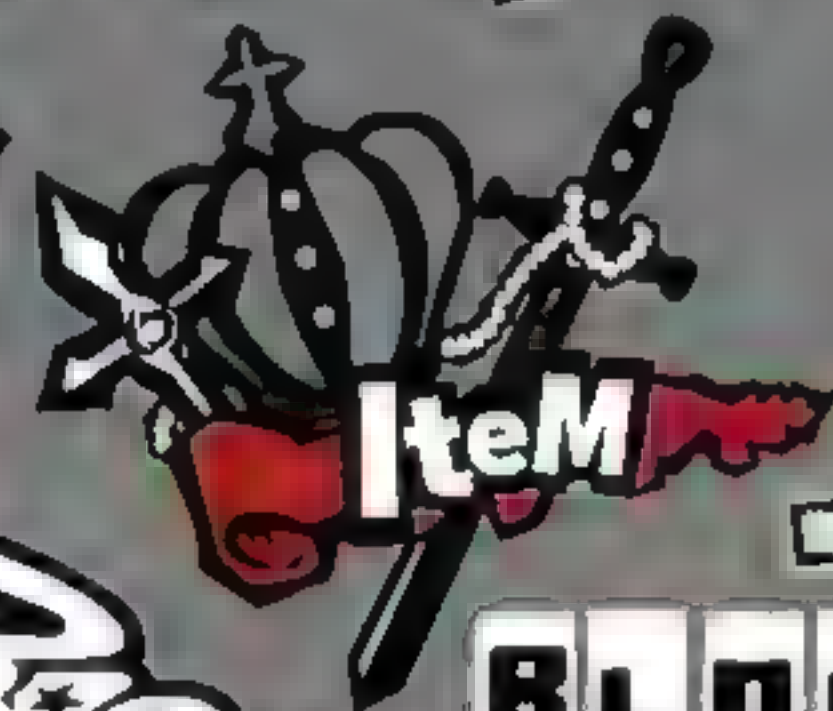
攻防選

0123456789

0123456789



Money



Item

March

BLOCK

01234567

WEAK!!

WEAK!!

89



SPECIAL SWORD BATON TOUCH  
BACK GUARD PERSONA PARTY  
SHOT ORDER GUN TACTICS  
ANALYSIS ITEM ESCAPE SHOT!

MAX

LEVEL UP!!

RANK UP!!

TAKE YOUR TIME

WEAK

STOCK FULL!!

RANK UP!

RANK MAX!

CRITICAL

TECHNICAL

花巻注意報

ヒートアイランド

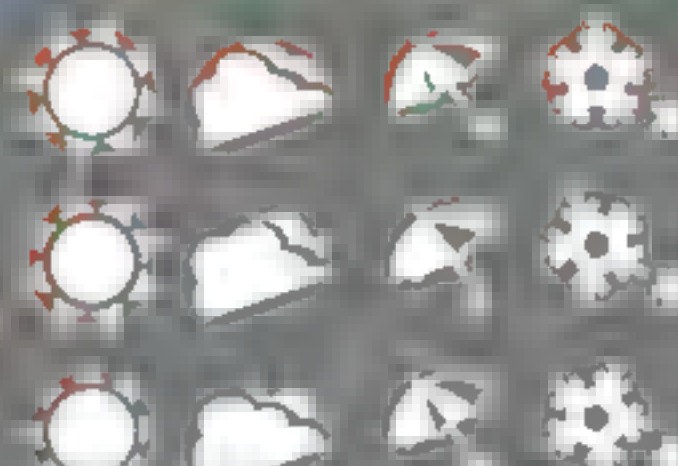
ワリラ暴雨

梅雨

インフルエンザ注意報

熱帯夜

台風注意報



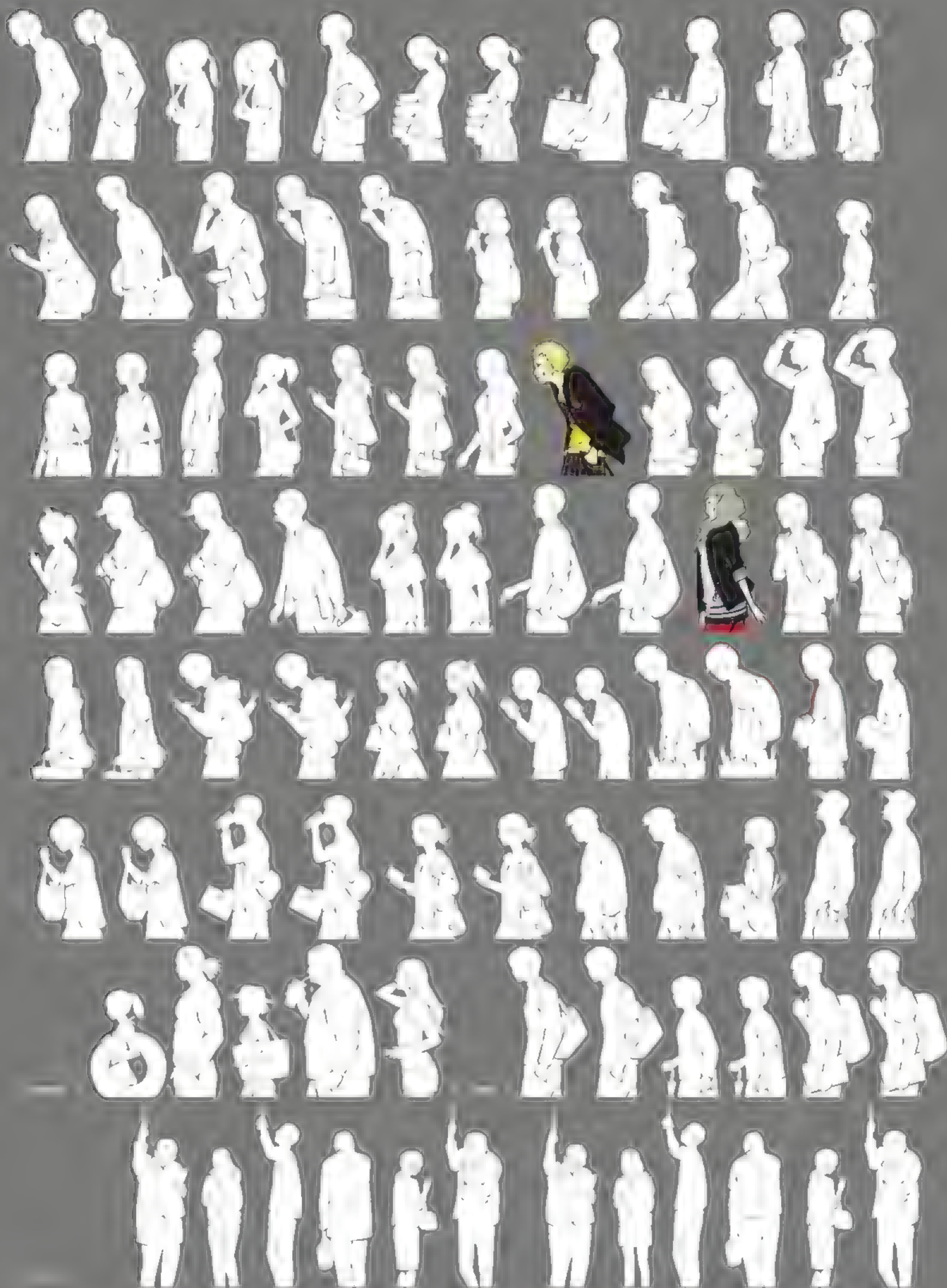


## Character Icon





# Silhouettes





## Set Images



Yongen-Jaya



Café Interior



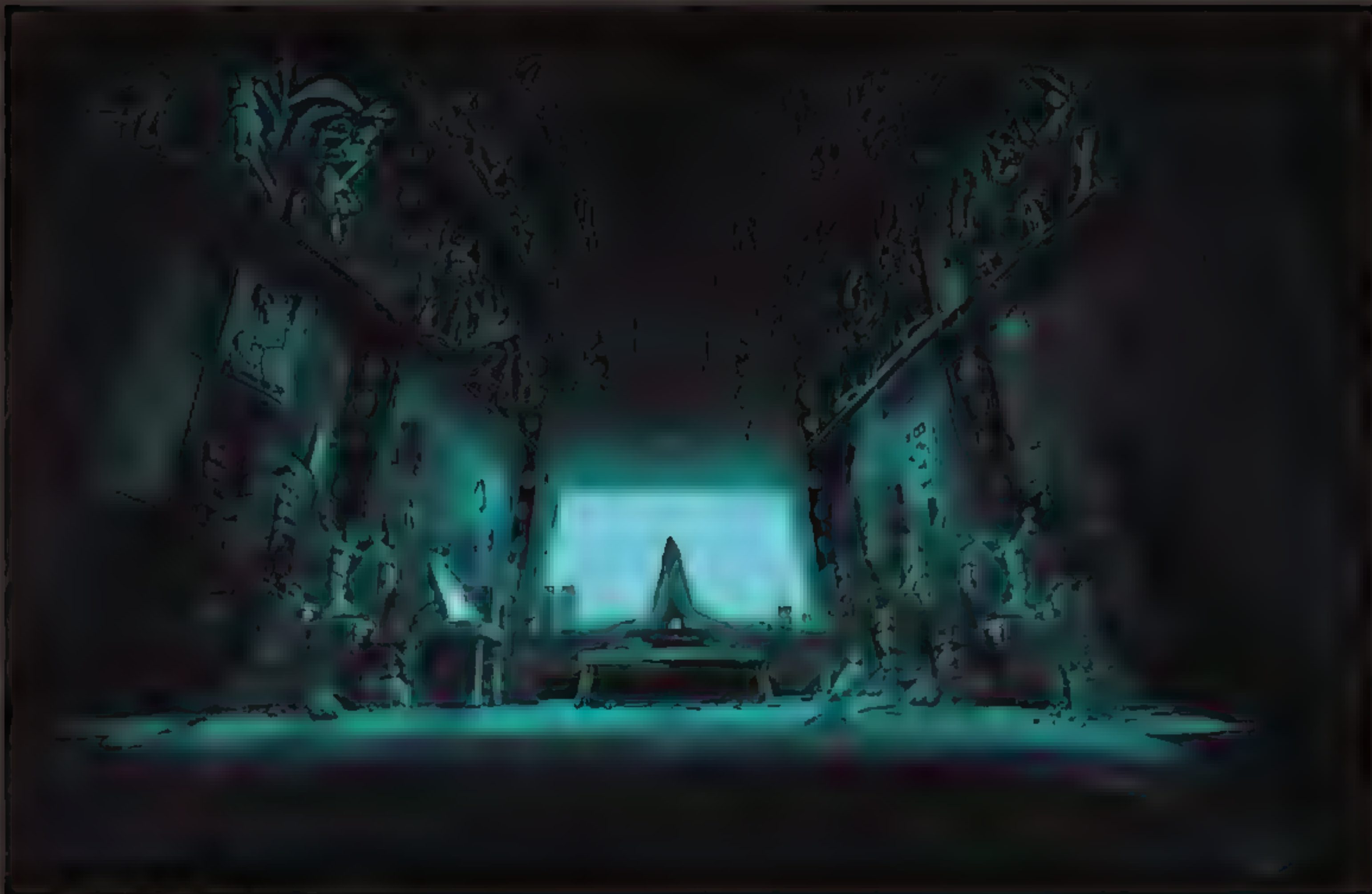


Café Interior 2



Alleyway





Recluse's World



Recluse's House



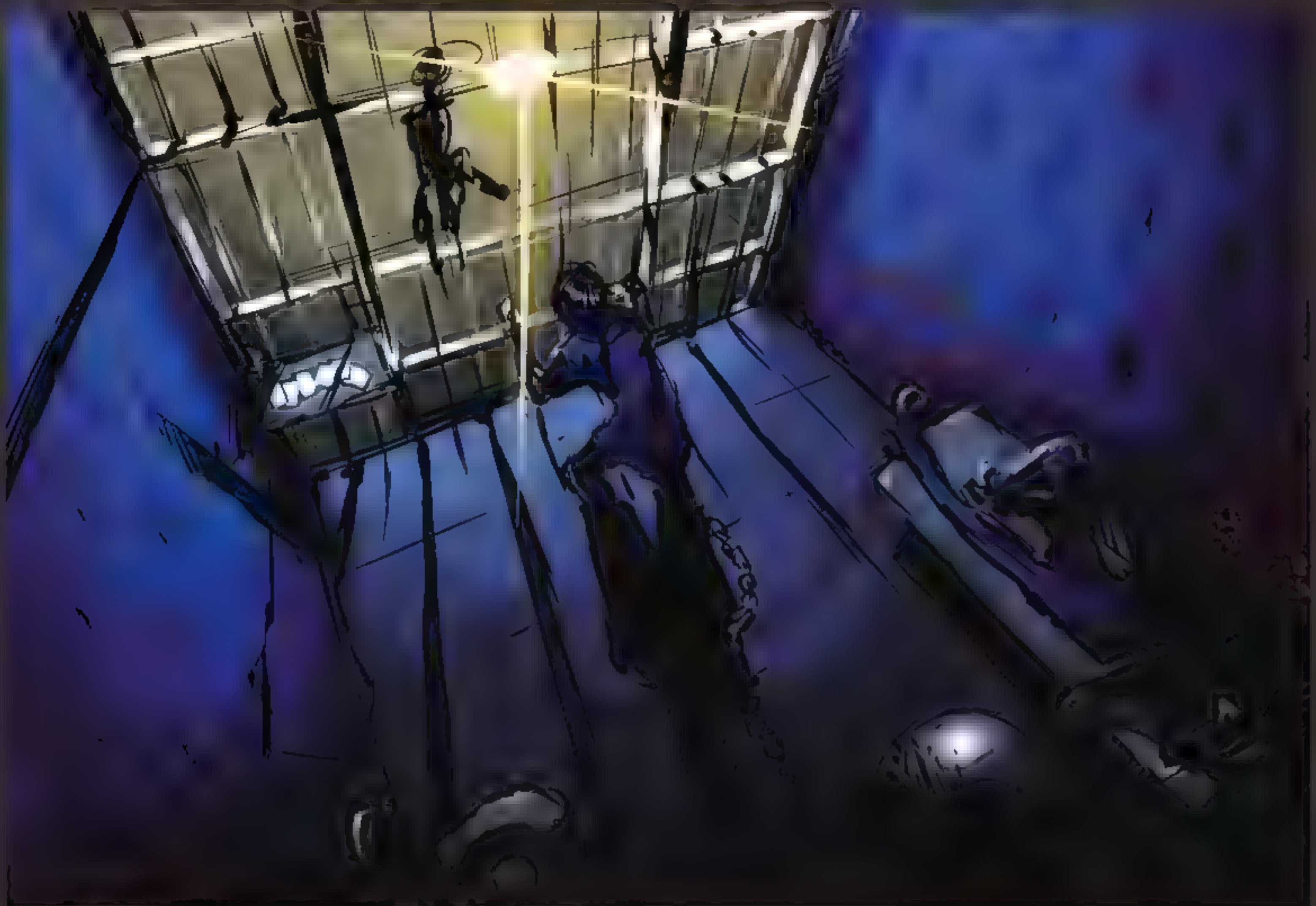


Protagonist's House



Velvet Room 1





Velvet Room 2

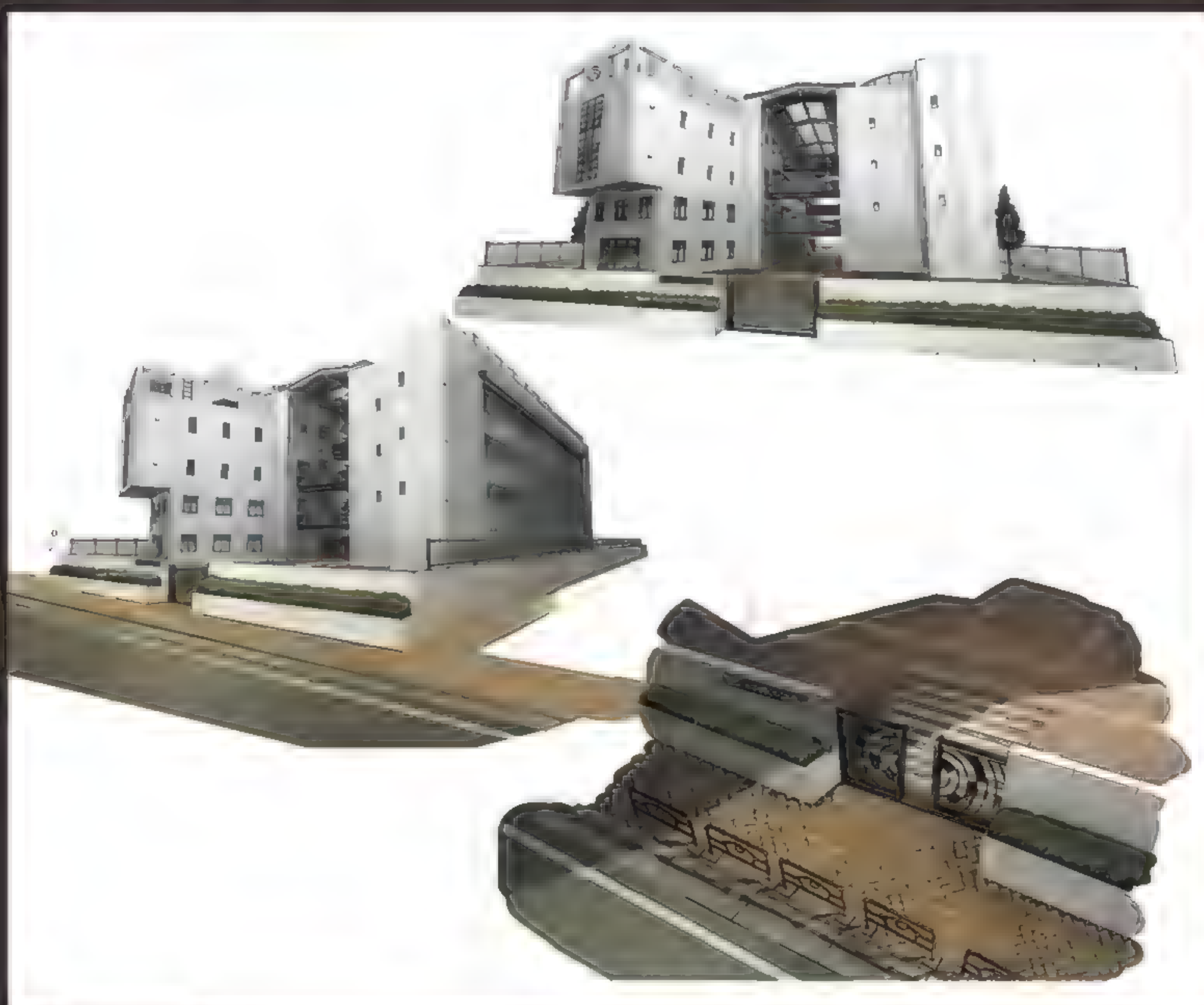


Velvet Room Prison





Shujin Academy 1



Shujin Academy 2

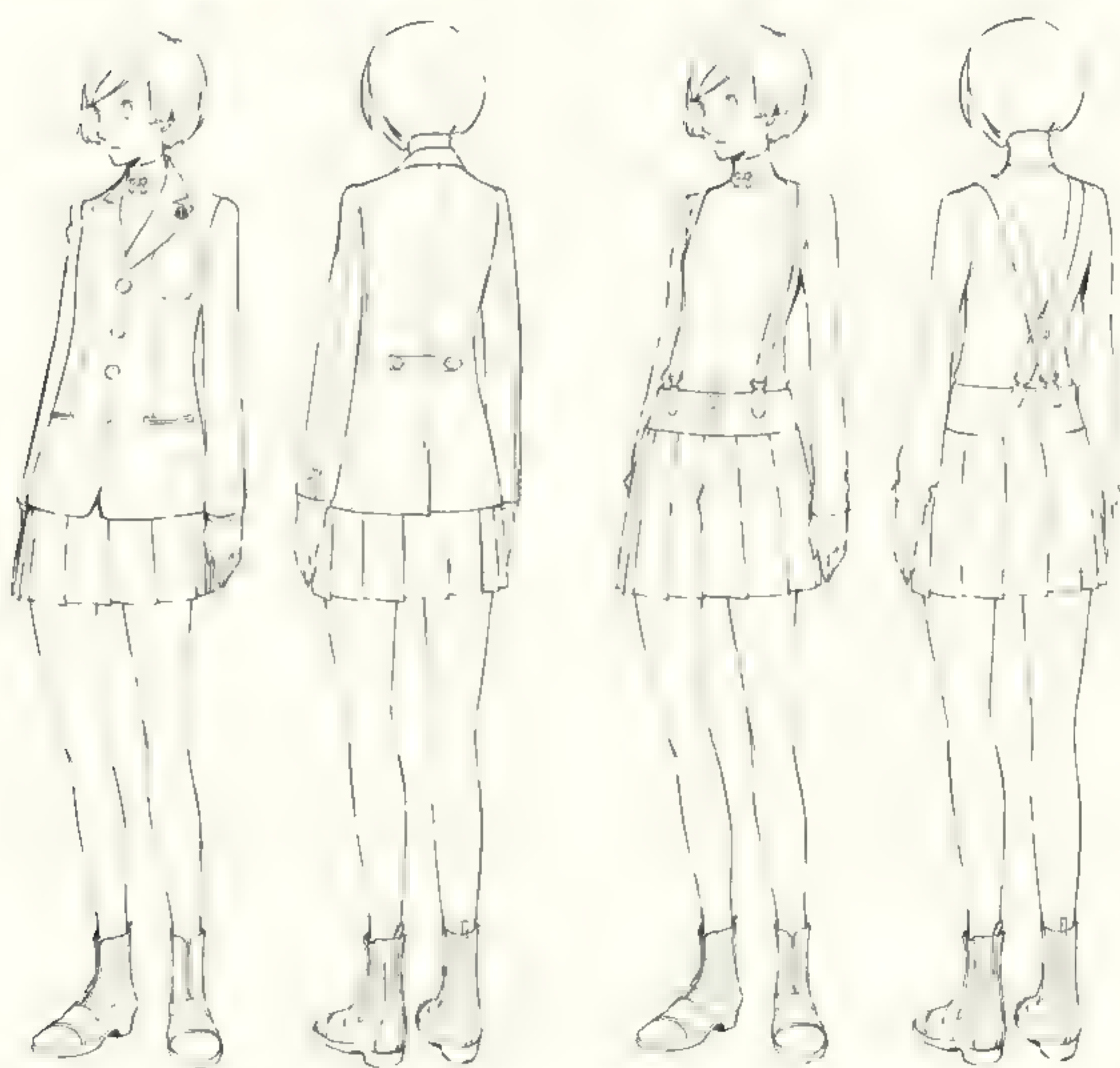


# Sketches

## ■ Uniform Concepts



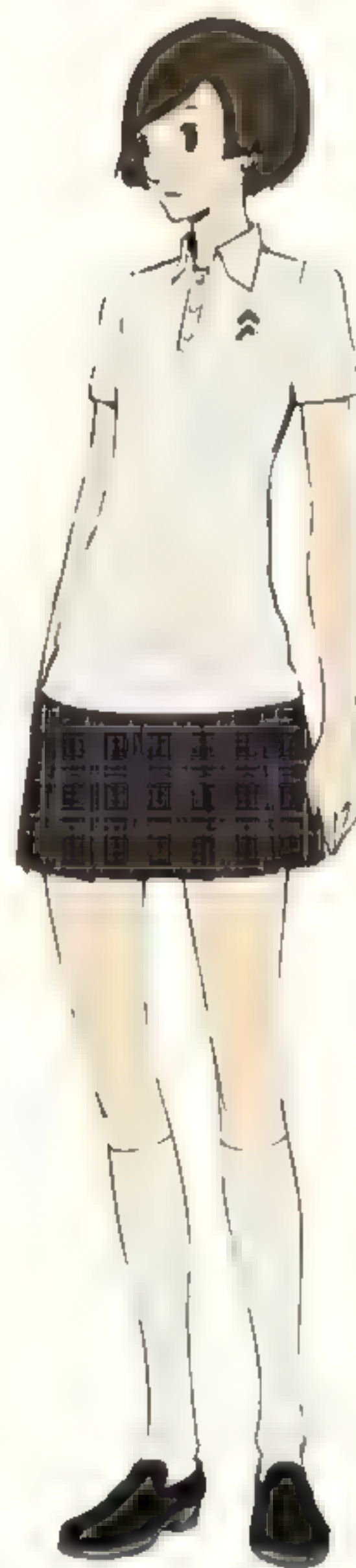






シャツにしている略章  
冬服のシャツと同じやつです

The crest is the same  
of winter uniform.



サスペンダーは  
生徒によつて有無があつてOKです

They may wear a suspender  
or not as they please.



Kosei High School Uniform

流星高校  
制服



男子(給)  
Boy



Motif of star  
and laurel

星と月桂樹  
の紋章です。

Crest

〇 校章(ワッペン)



The shoes are the same design of  
Gekkoukan High School (Persona 3).

〇ソールも同じです。  
月光館学園(P3)  
のもと同じデザイン  
です。



Flat design

袖口の  
ボタンは  
前部の物  
と同じ色  
です。

The bouton  
of the  
sleeves is  
same of  
the front.

〇女子(給)  
Girl



Kosei High School  
Summer Uniform

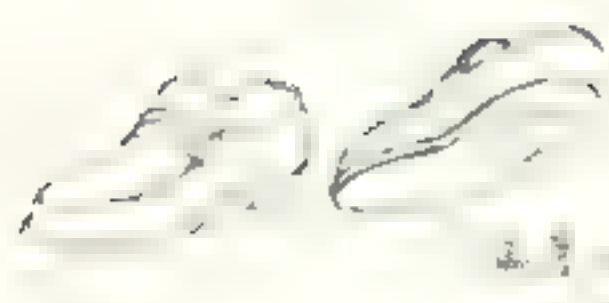
流星高校  
夏服

背中  
Back side



脇の  
ボタンは  
前部の物  
と同じ色  
です。

attached here



Flat design





Kamoshida Palace Exterior 1

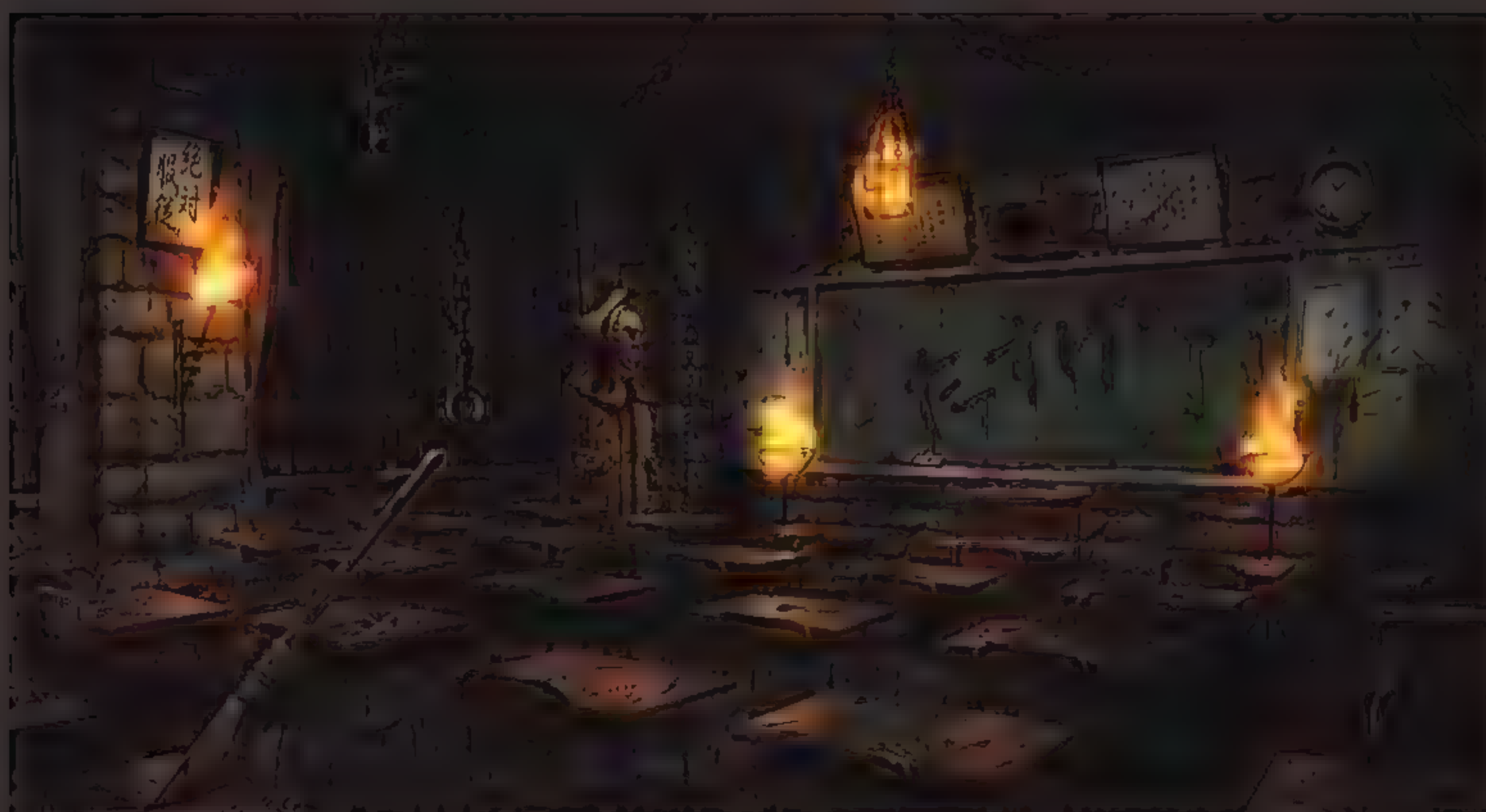


Kamoshida Palace Exterior 2





Kamoshida Palace interior



Kamoshida Palace interior 2





Madarame's House



Shido Palace



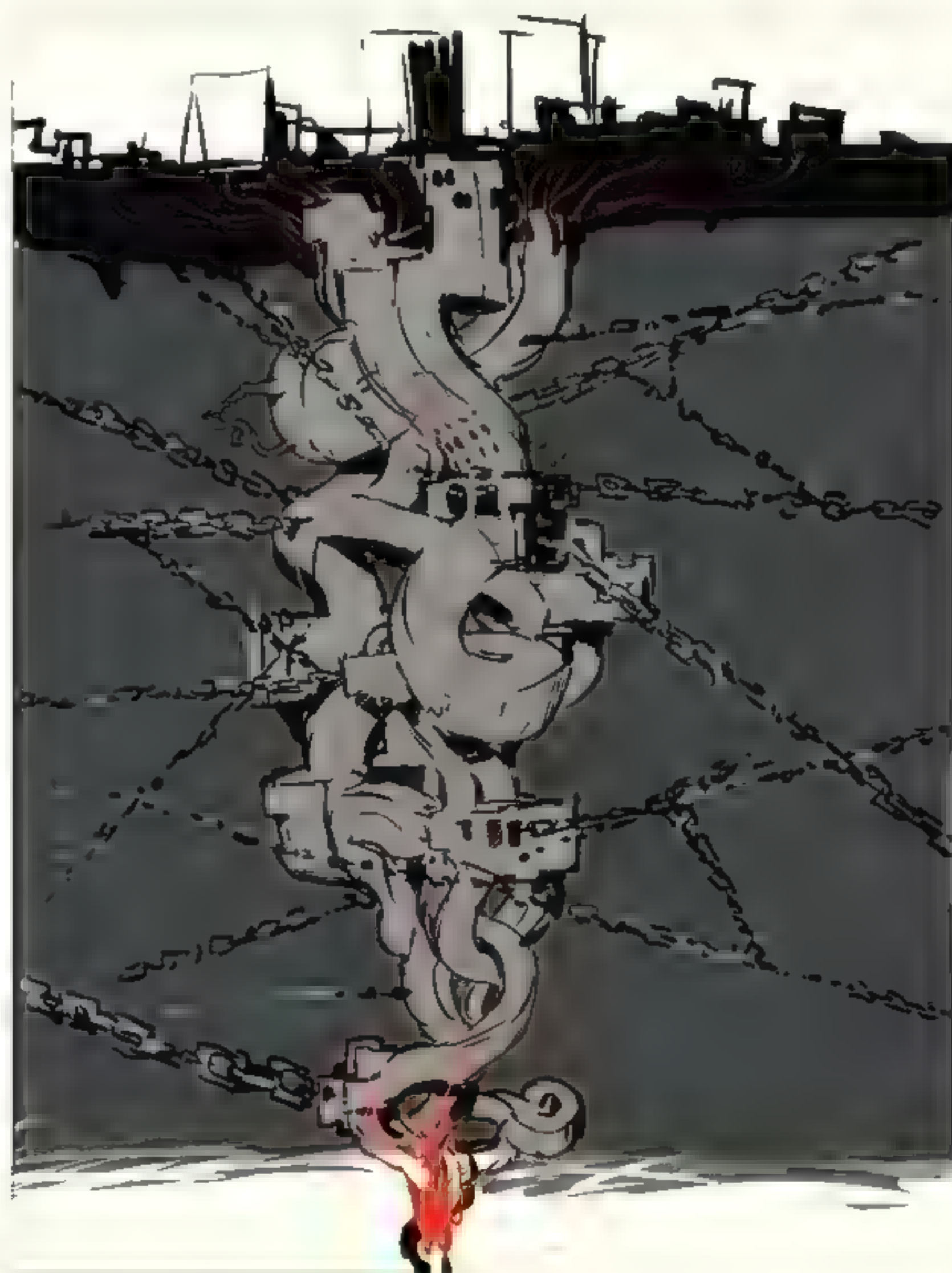






Mementos 2

1



Mementos 3

1

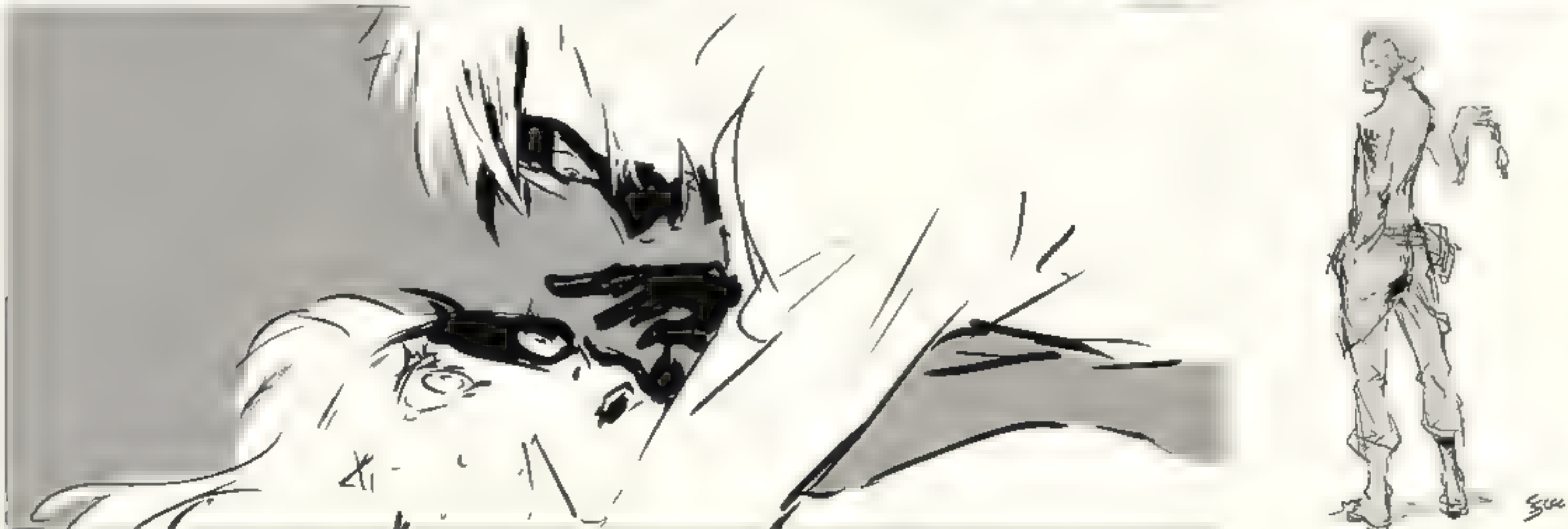
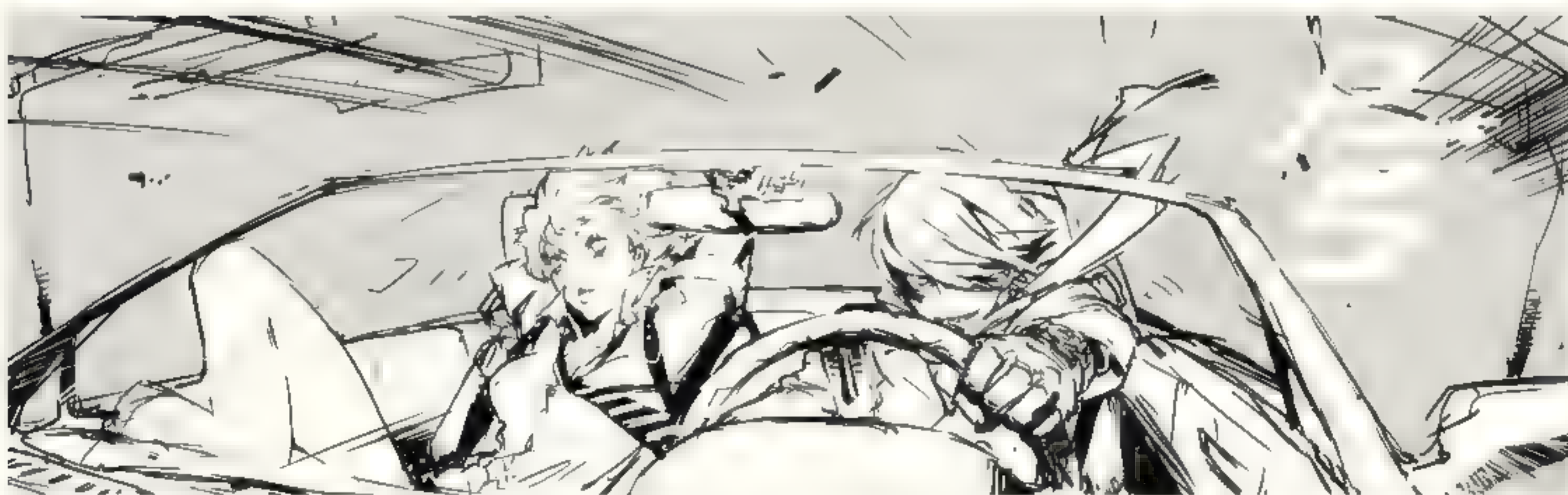




Overall  
View of  
Mementos



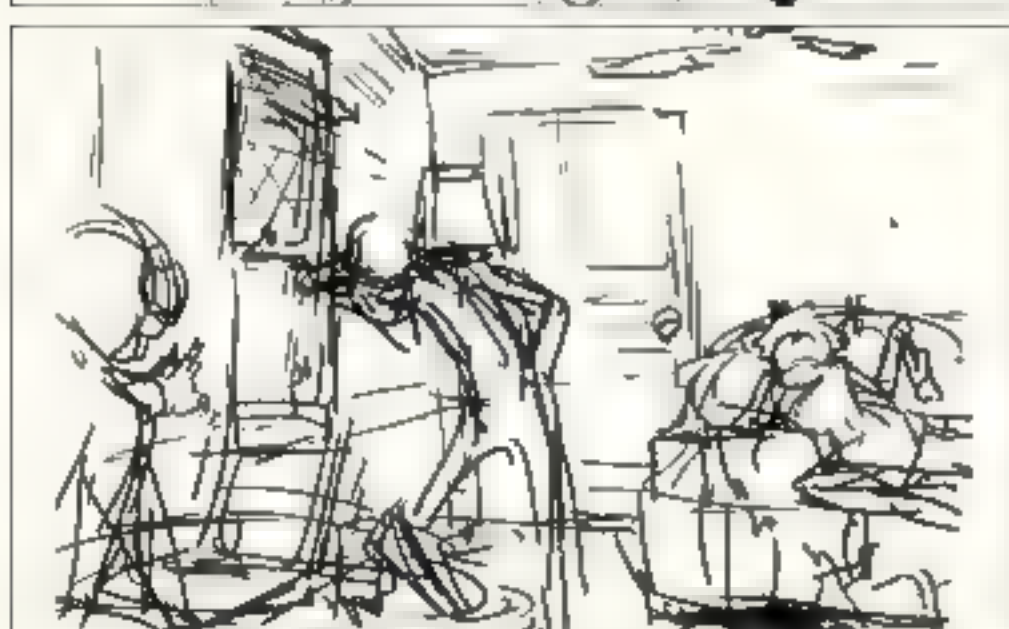
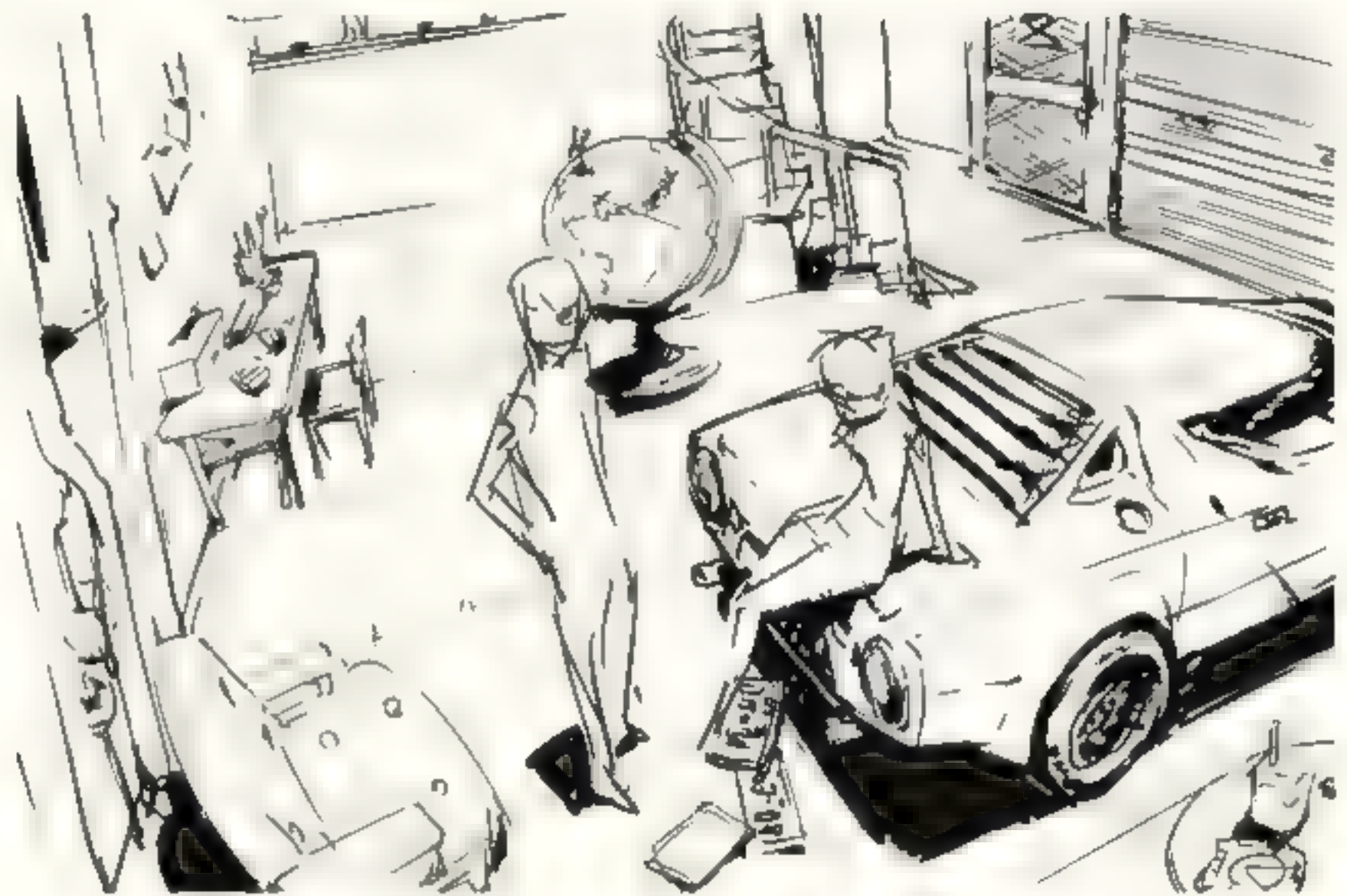
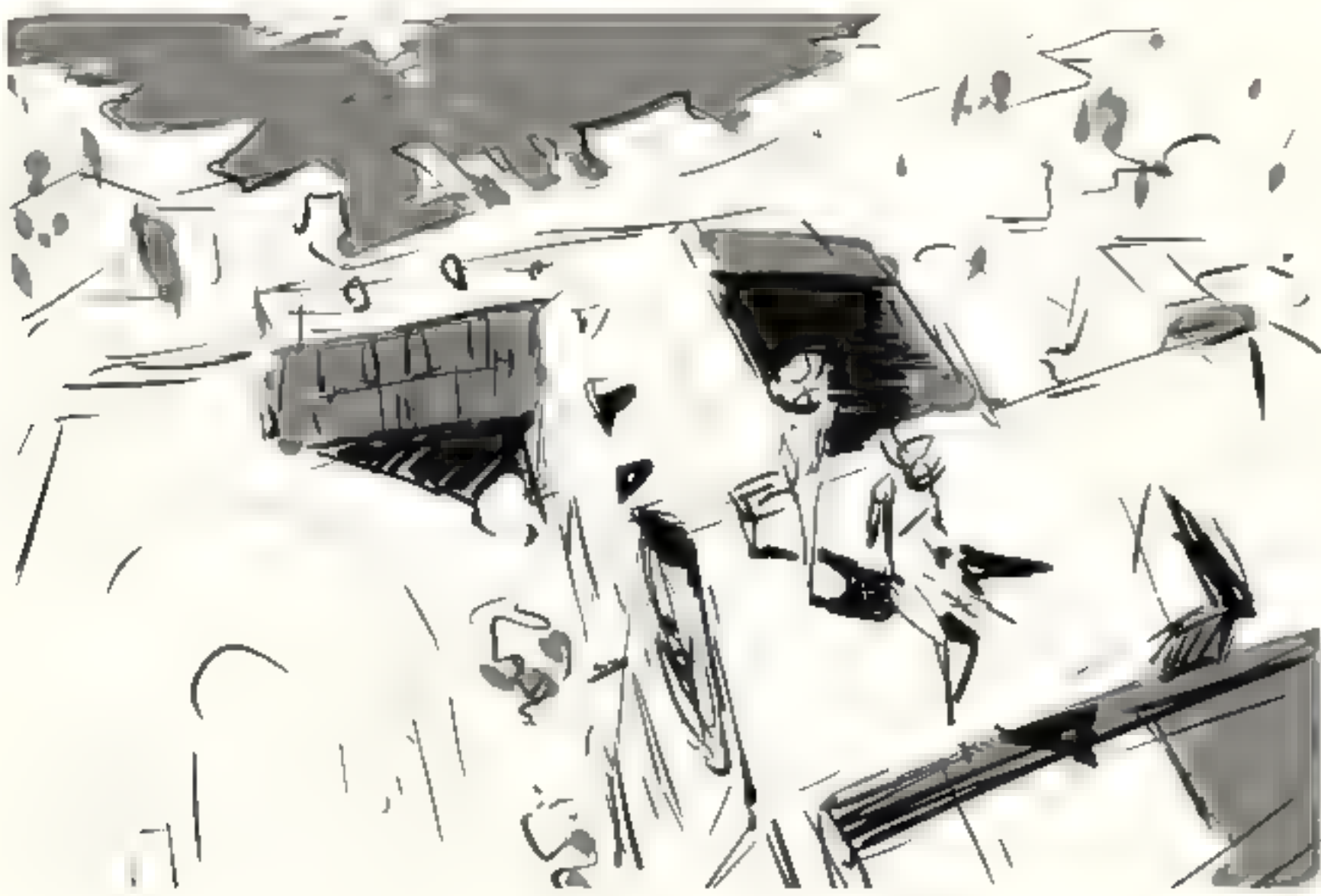
## Sketches







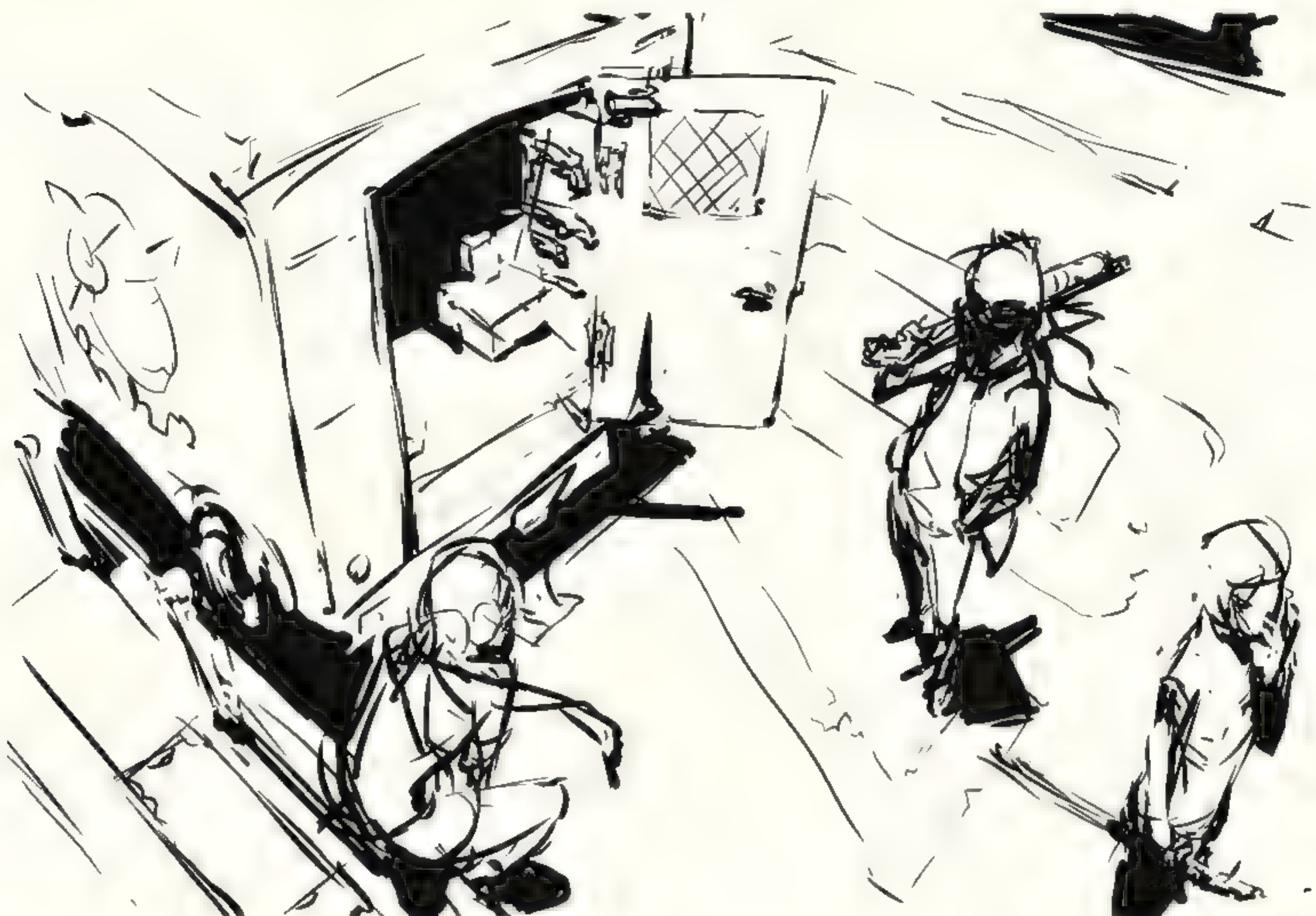




















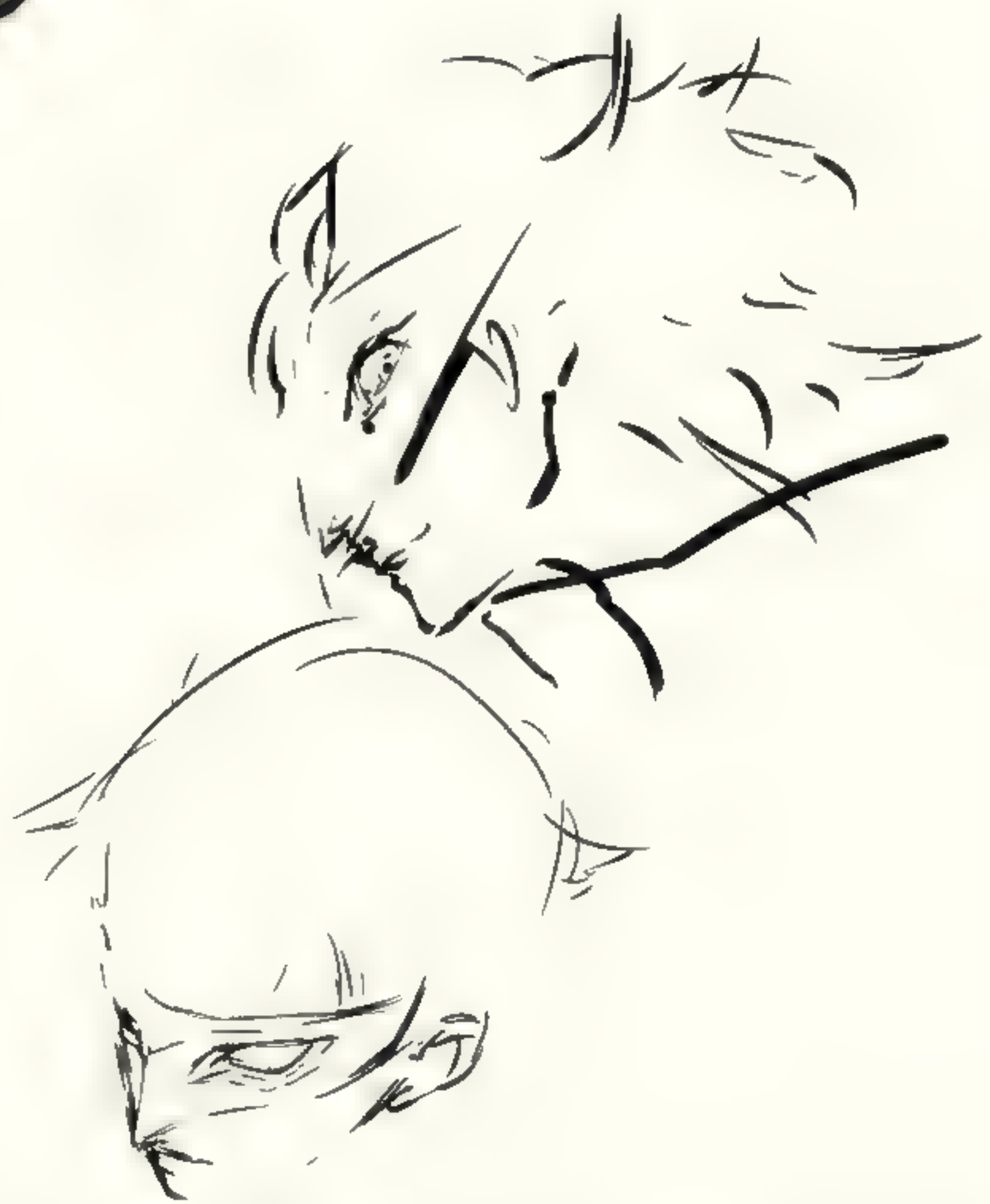




















### Phantom Thief Outfits

Morgana gave them their costumes.













Captain Kidd



Milady



Carmen



Johanna



ヨハナ

Zorro





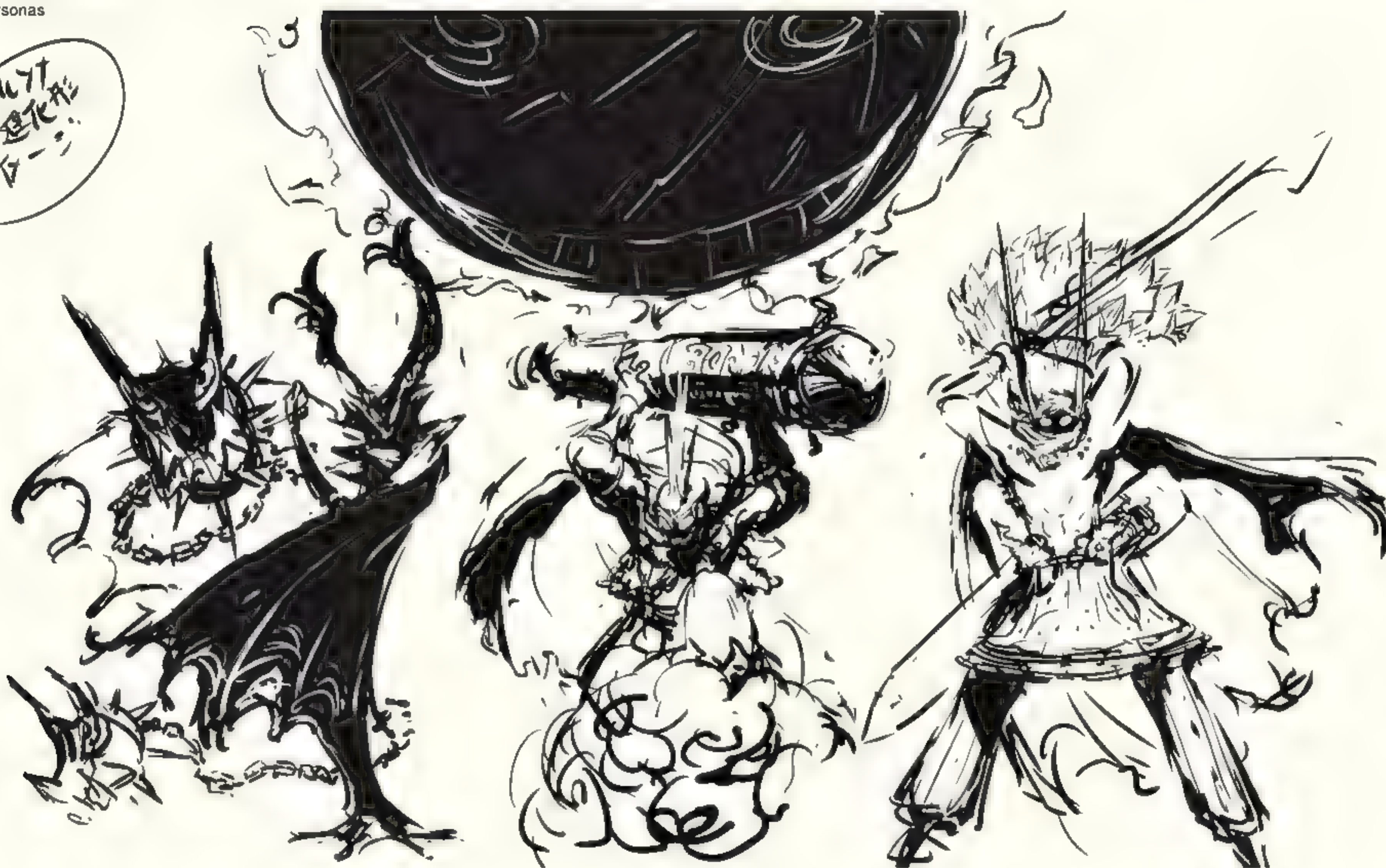








Concept of Awakened  
Personas

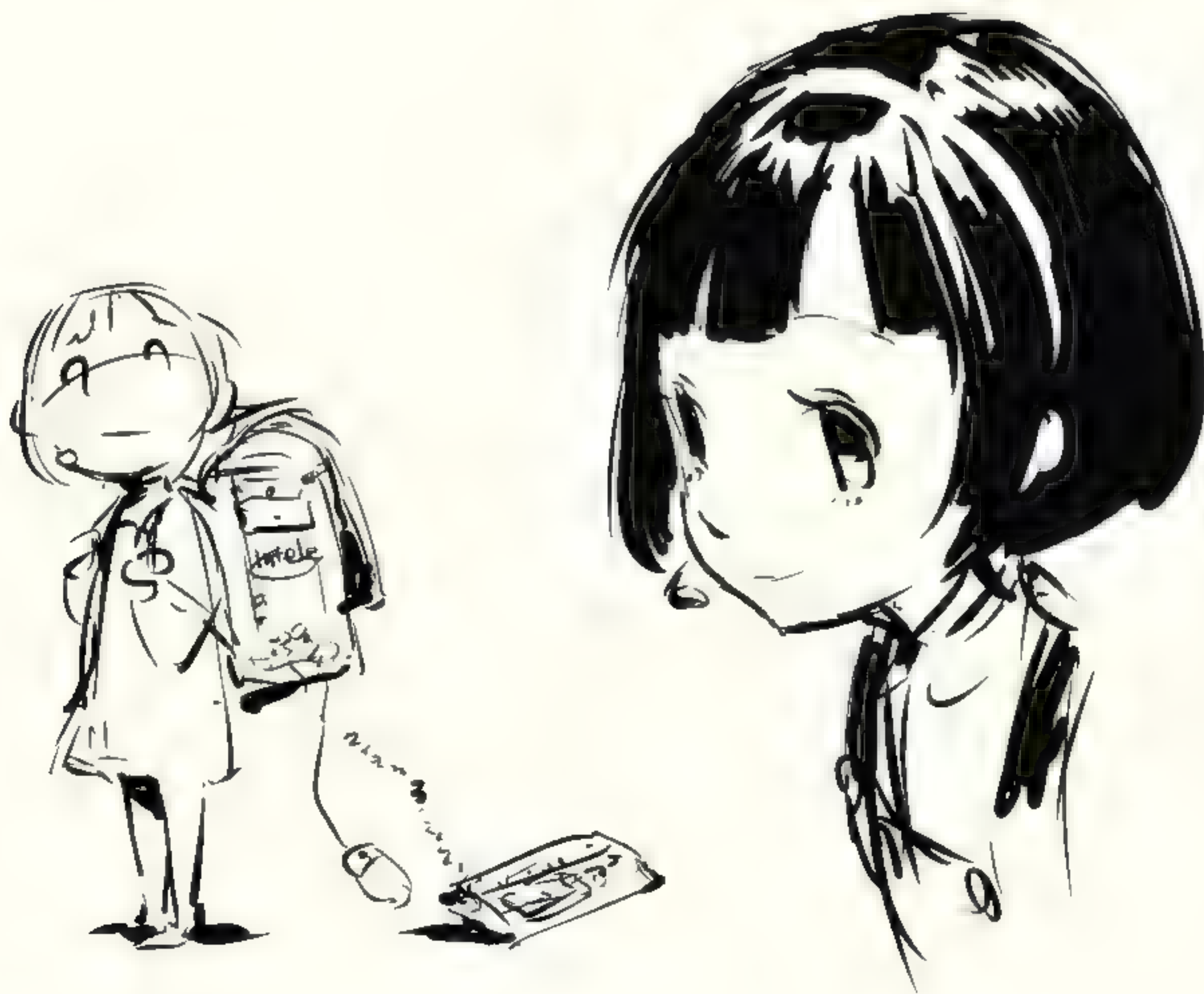




## Character Sketches

















Half ponytail

・ハーフポニーテール

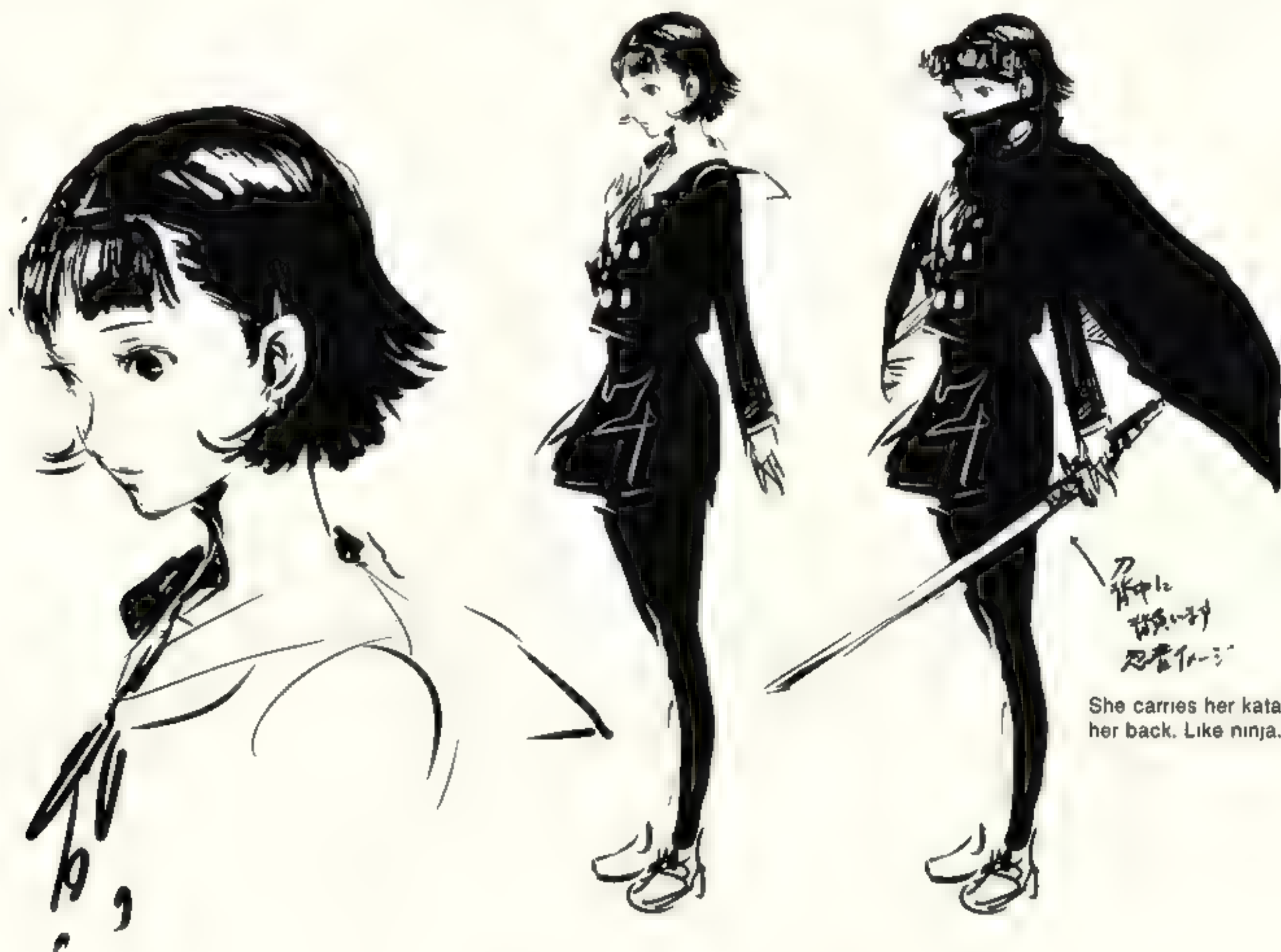


・ちょうちんめし。

Butterfly



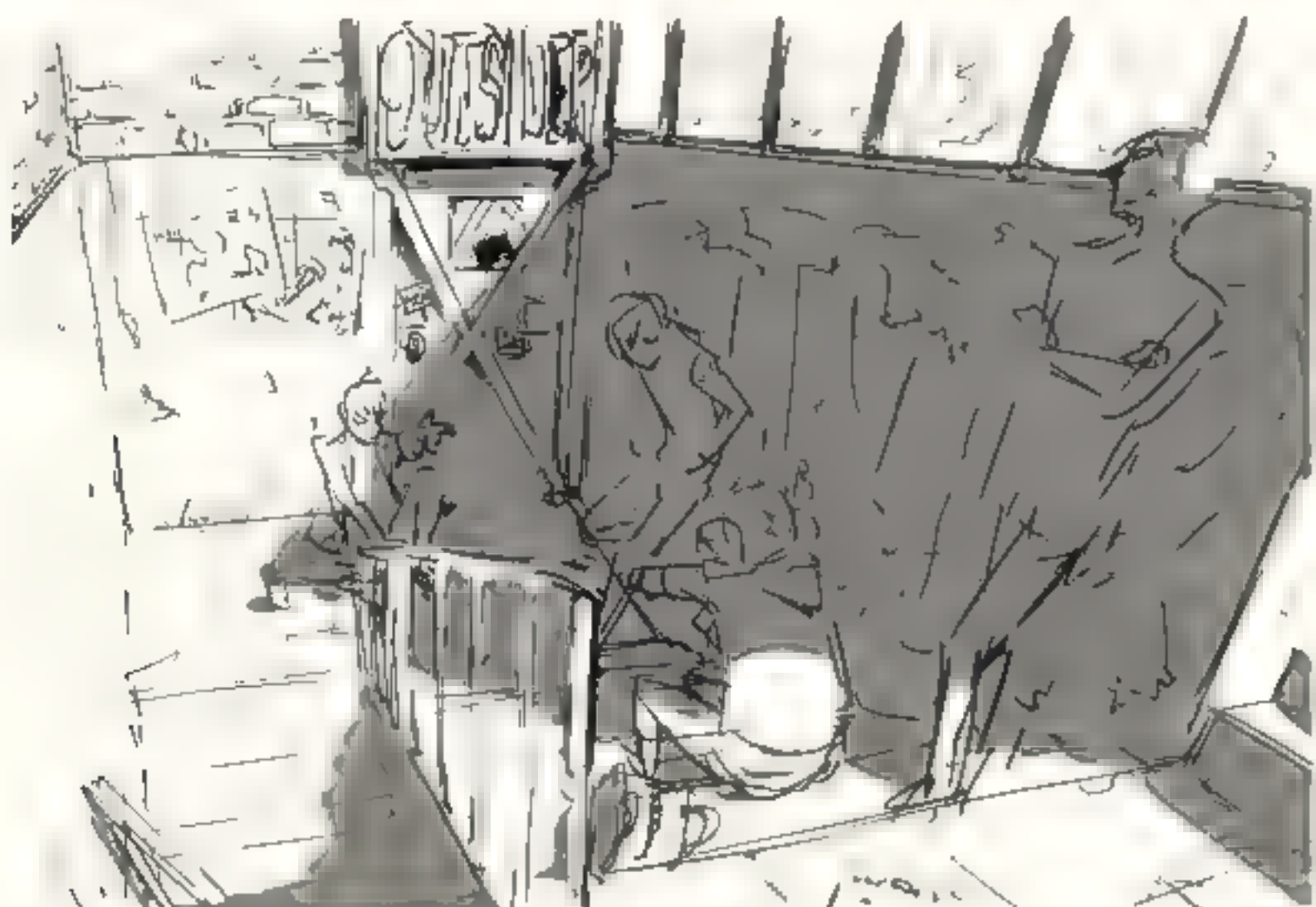




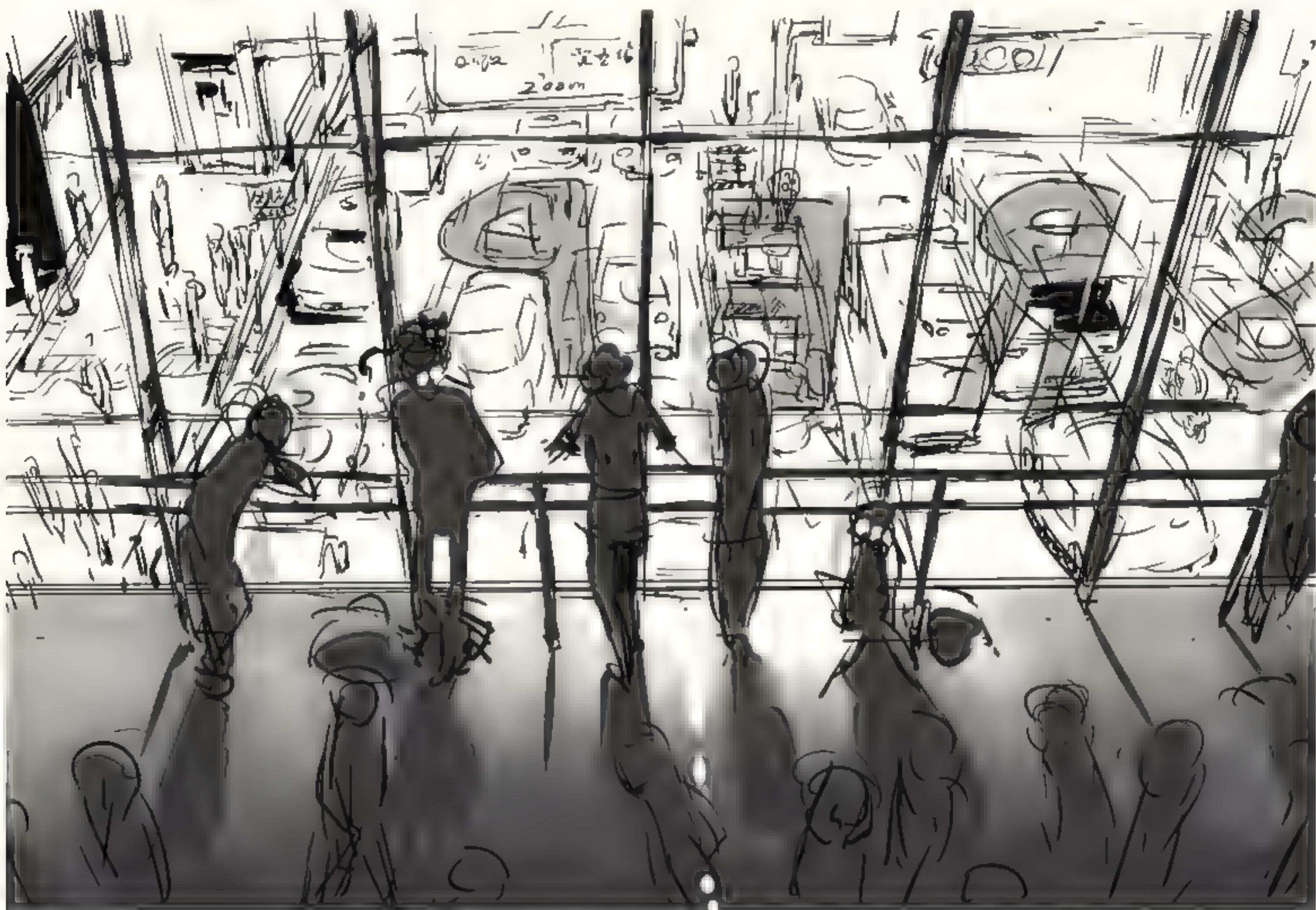








Shibuya



Shibuya Hideout

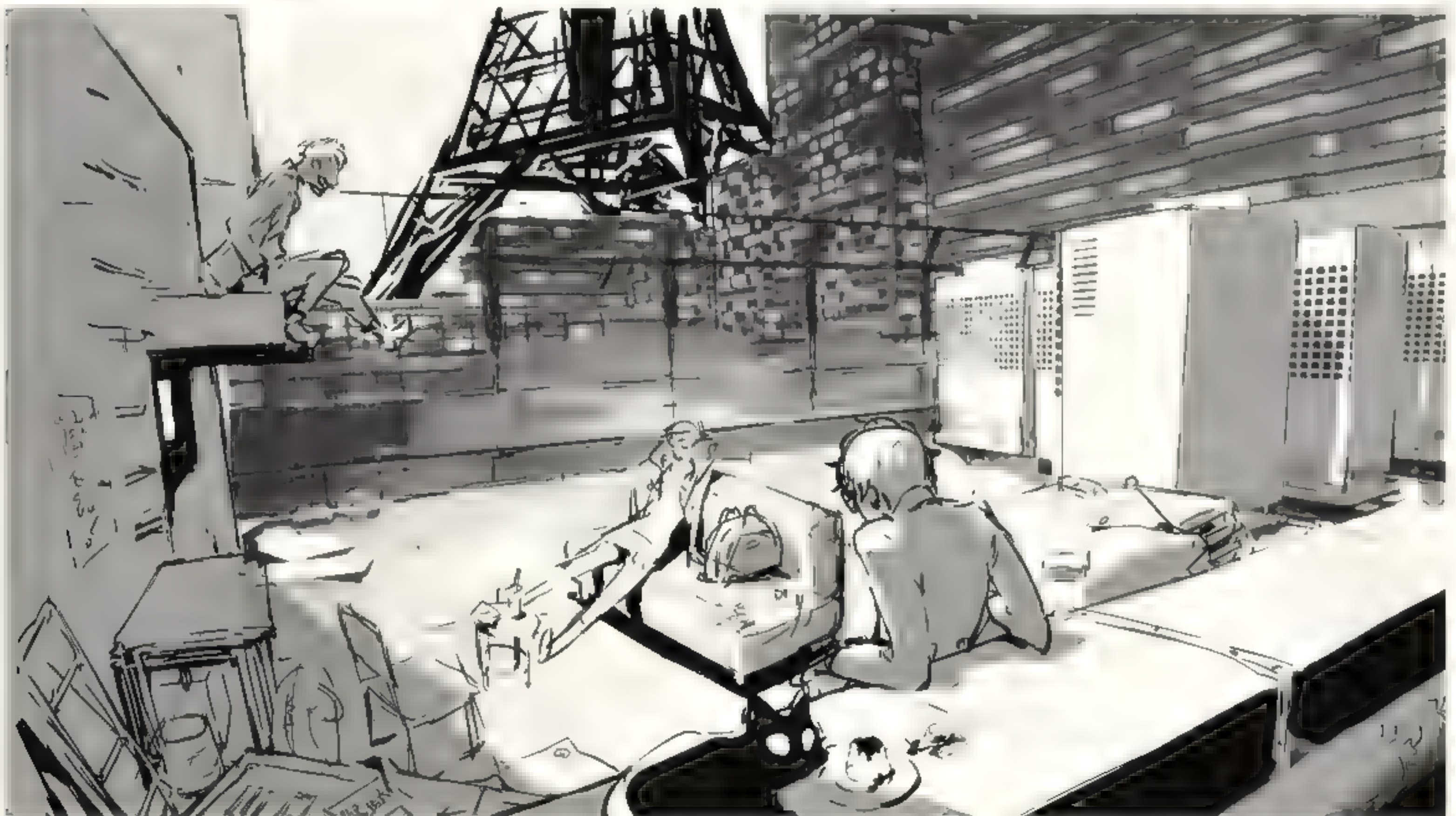


Crowd





| Classroom



| Rooftop

Fine dining at restaurant

レストラン  
豪遊イメージ

I can't eat anymore.

もう食べない。

Yum

Let's eat!

あーく



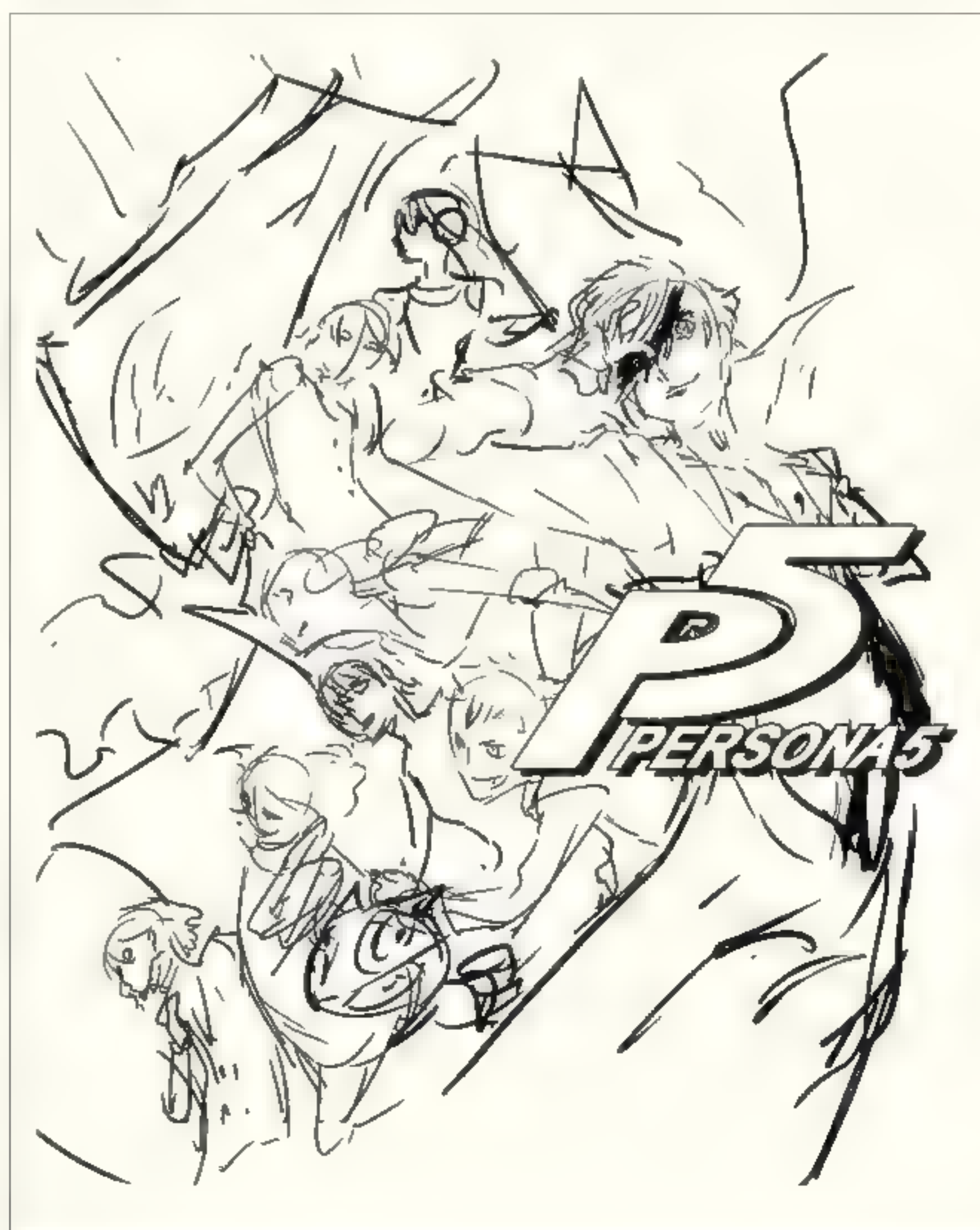
| Buffet



## Cover Drafts

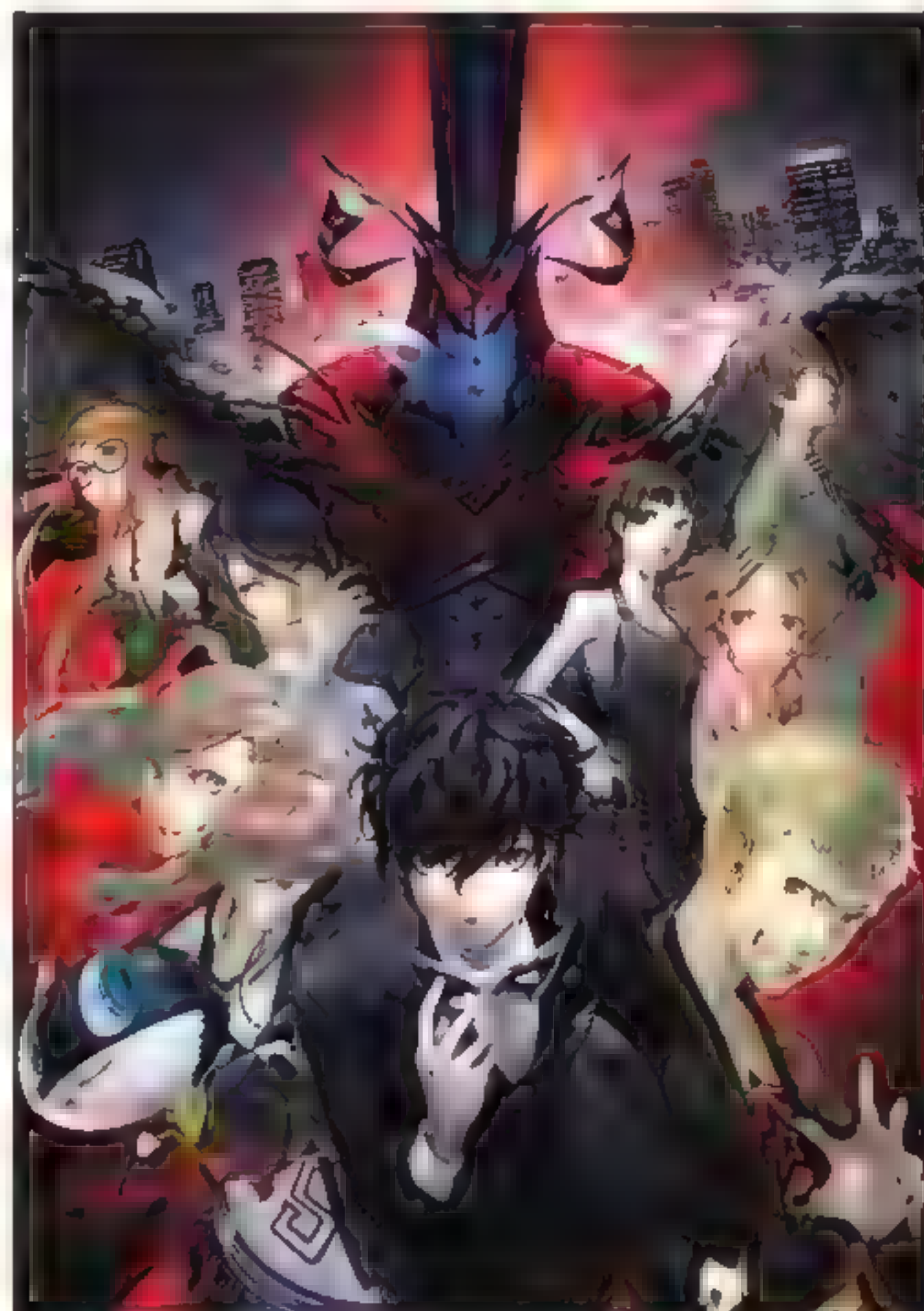








## Cover Progression



Final Cover



Original Cover



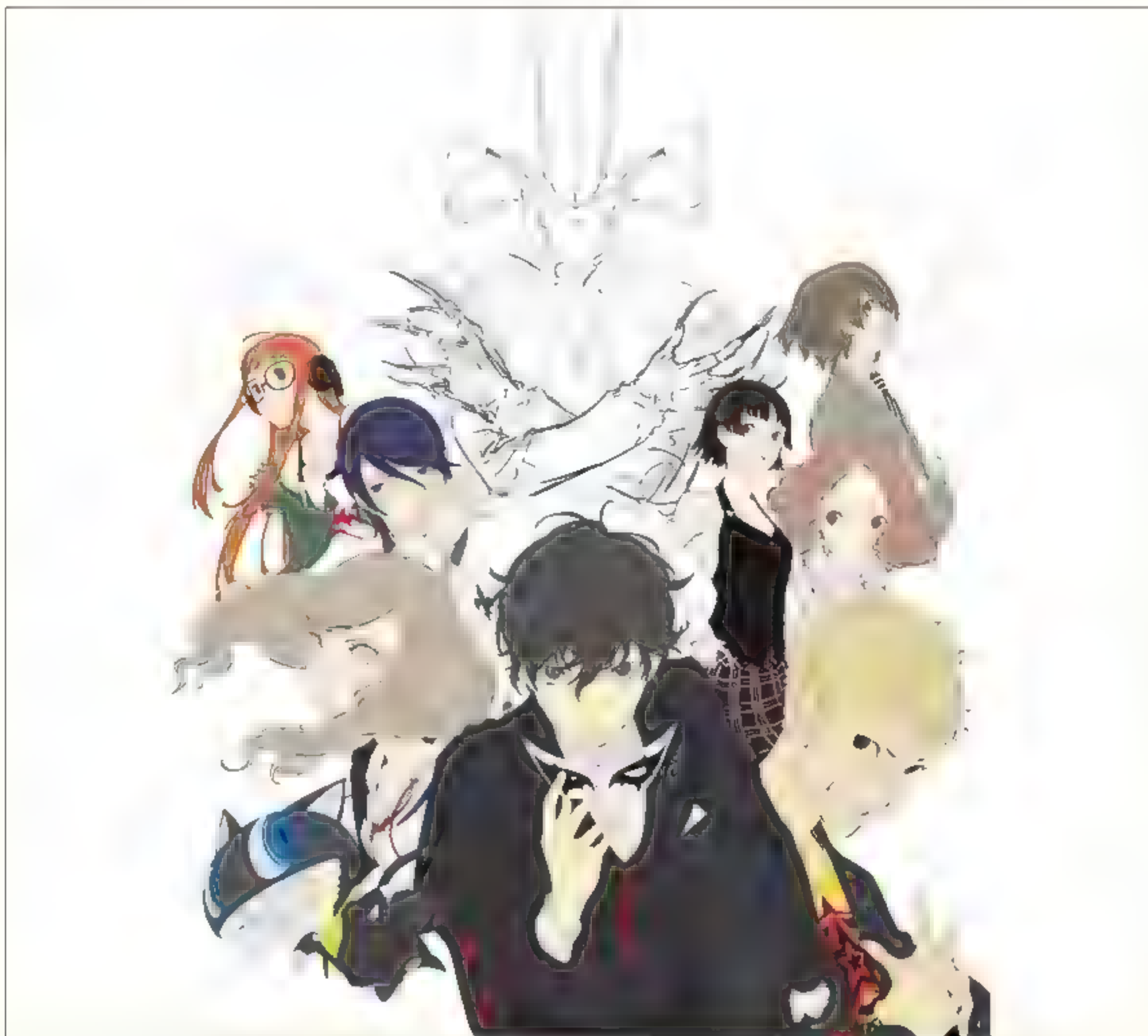


| 1 |



| 2 |





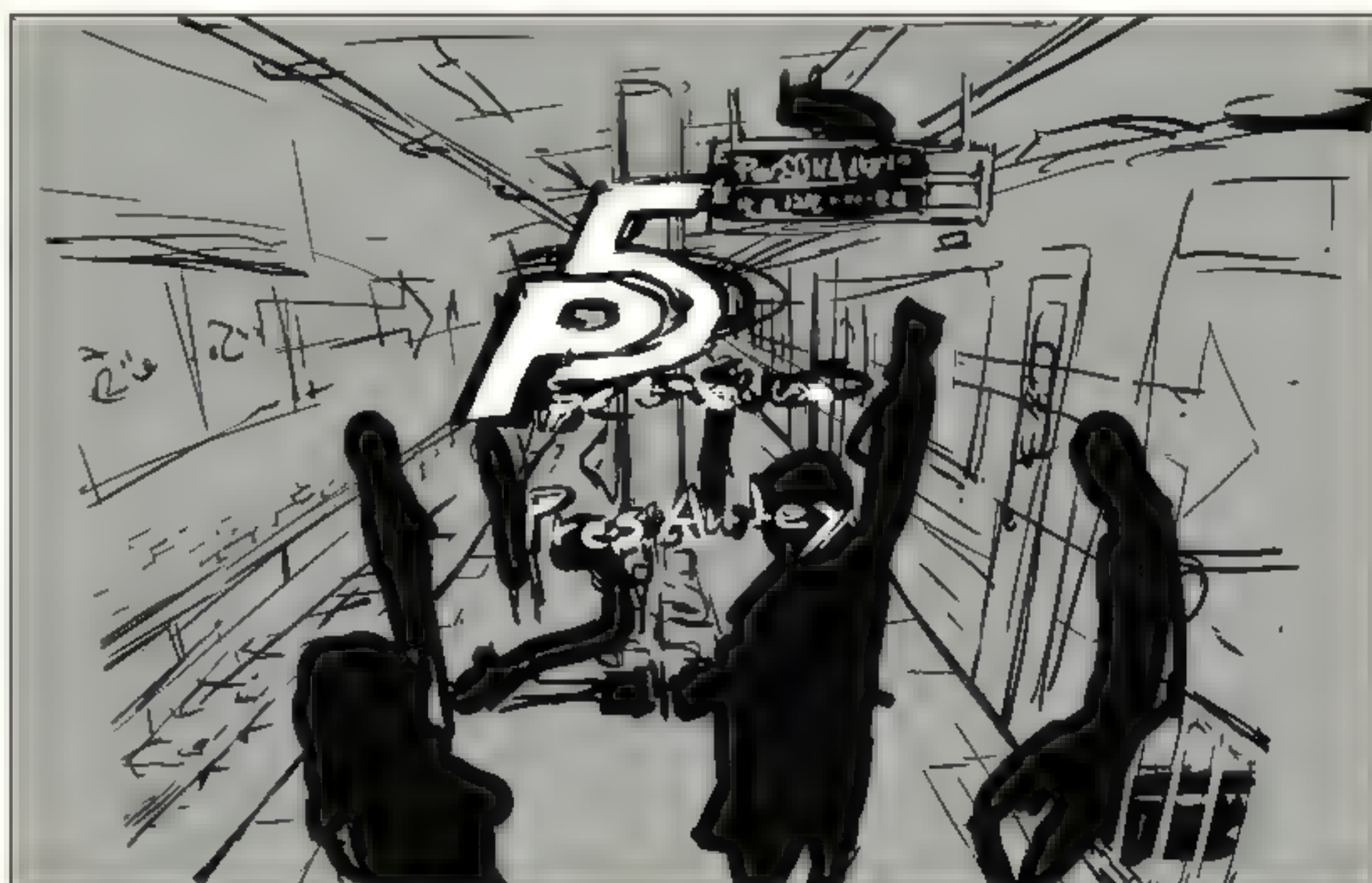
| 3 |



| 4 |

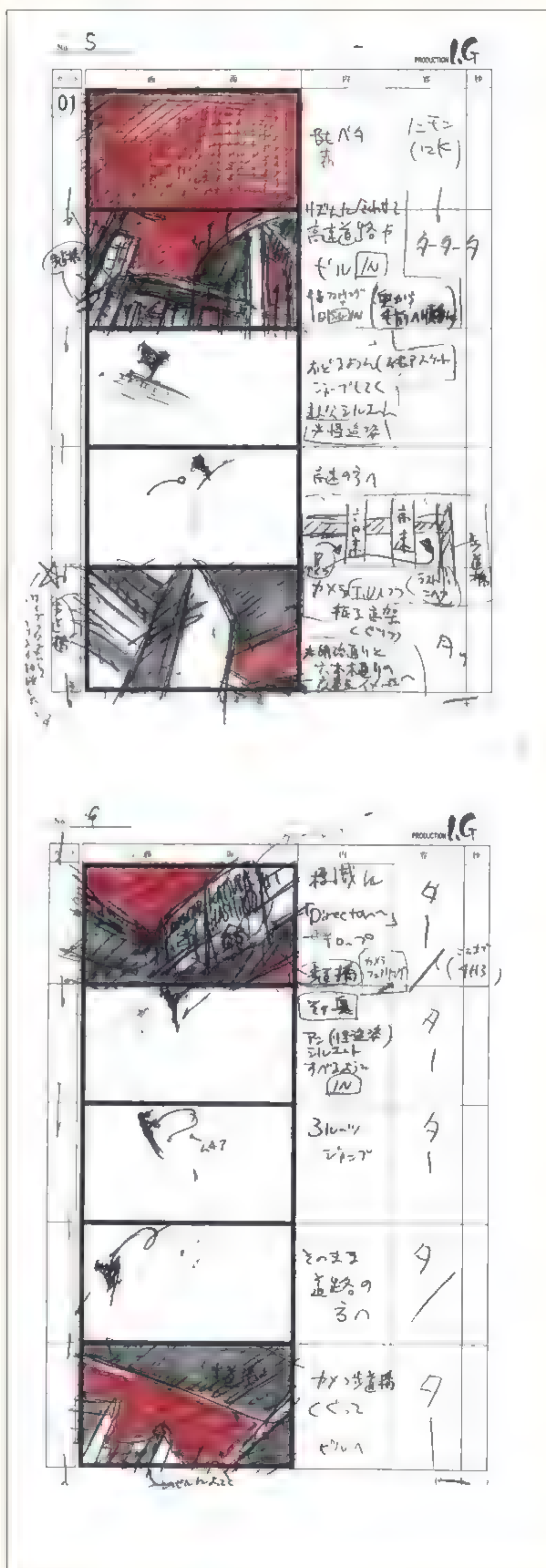


## Title Sketches





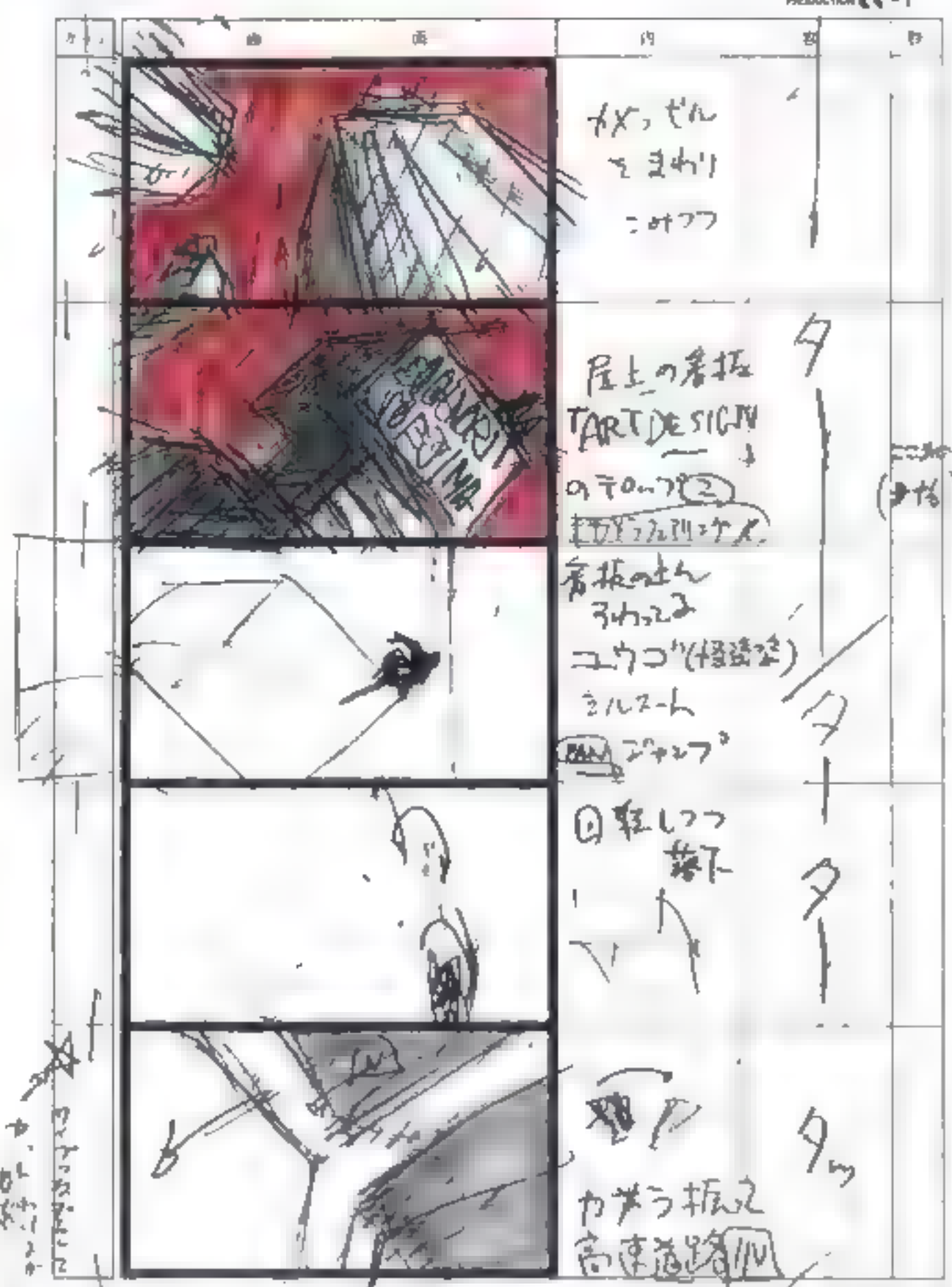
## Storyboard of Opening Movie





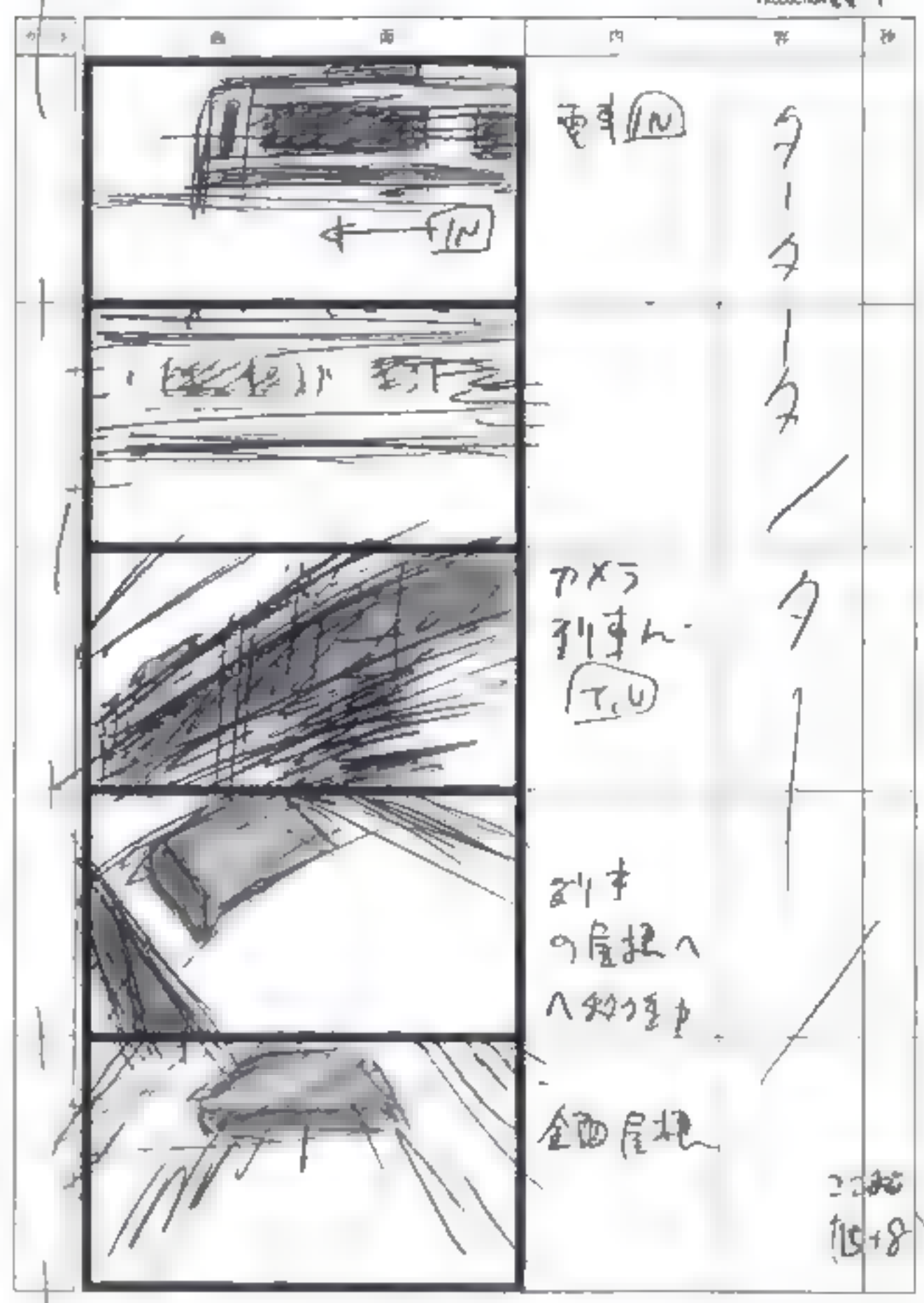
No. 7

PRODUCTION I.G



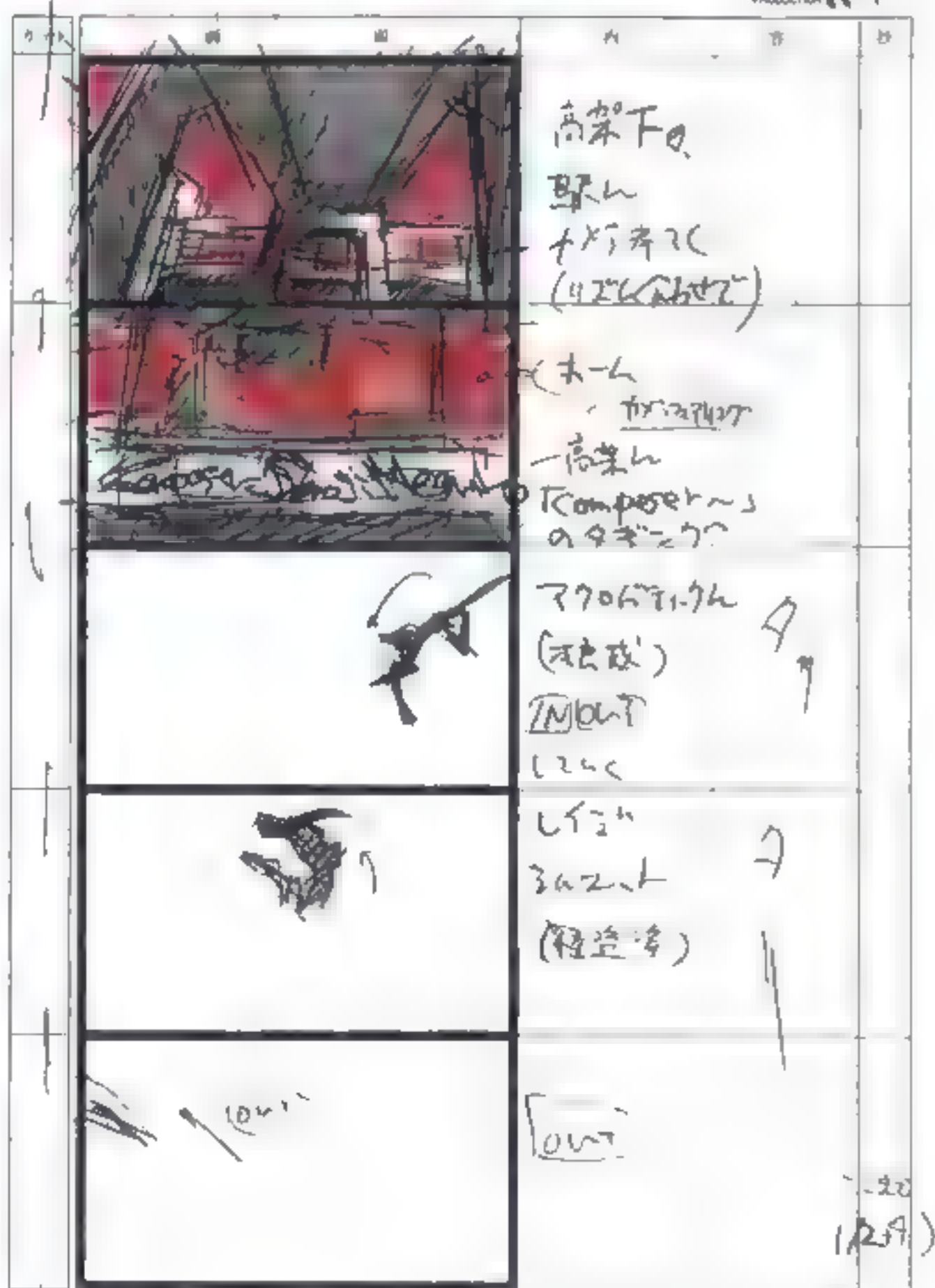
No. 9

PRODUCTION I.G



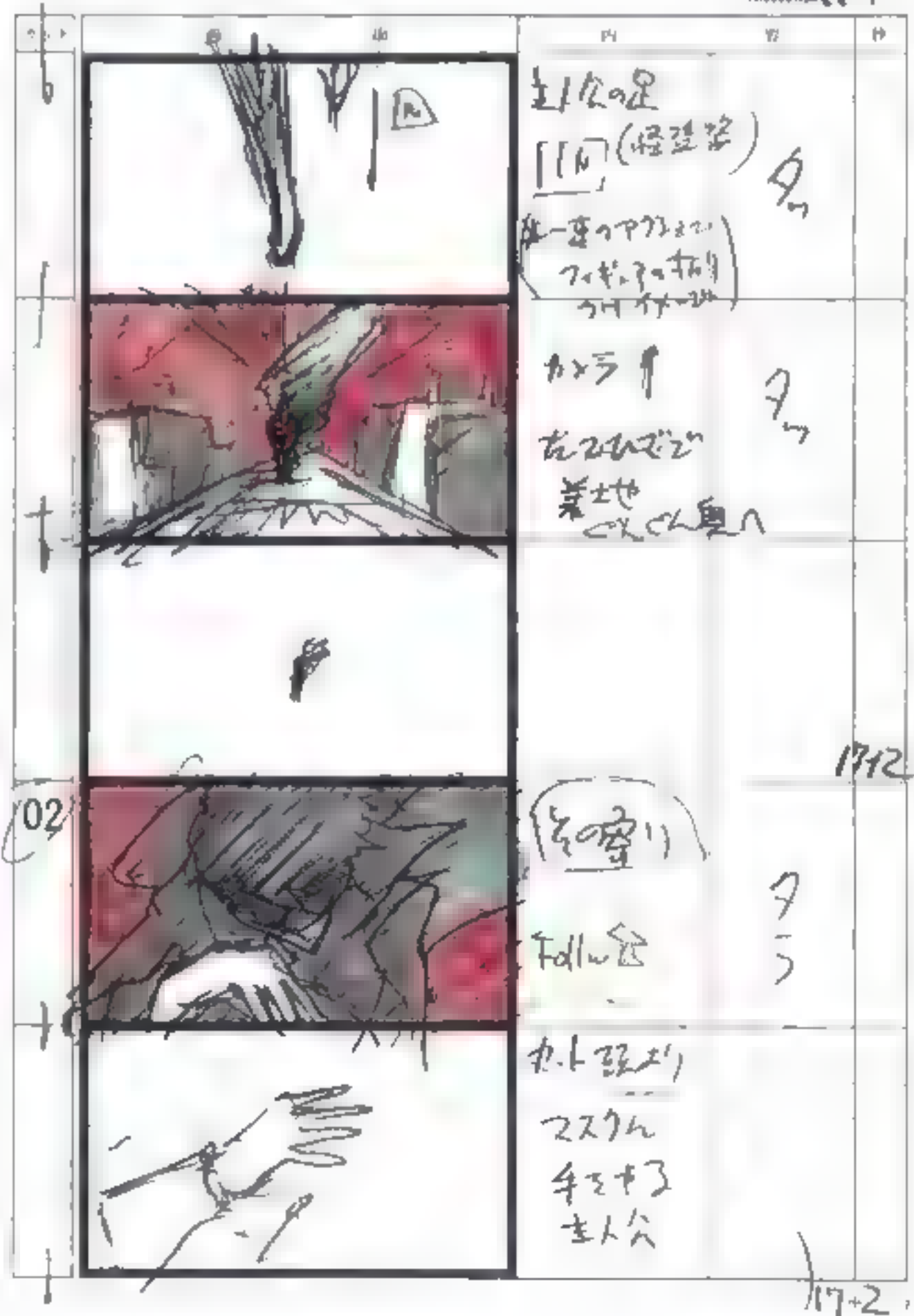
No. 8

PRODUCTION I.G



No. 10

PRODUCTION I.G





No. 11

PRODUCTION I.G

カット	内容	時間	シーン
1	15-2 227 227	1	3
2	手前2人 227067		
3	足見せ 大目見 227067 (色紙)	4	1
4	顔上げ つ 作中T.V.	4	1
5	(怪盗モードの表情) 正面見 不敵笑 ×××××	4	1

表題印象的に描くこと 3+7

No. 13

PRODUCTION I.G

カット	内容	時間	シーン
1	15-2 227 227	1	3
2	手前2人 227067		
3	足見せ 大目見 227067 (色紙)	4	1
4	顔上げ つ 作中T.V.	4	1
5	(怪盗モードの表情) 正面見 不敵笑 ×××××	4	1

No. 12

PRODUCTION I.G

カット	内容	時間	シーン
03	322732 主人公 322732 227067 227067	4	1
4	目を見 手前 227067 227067	4	1
5	手前 227067 227067	4	1
6	手前 227067 227067	4	1
04	手前 227067 227067	4	1

1 20

No. 19

PRODUCTION I.G

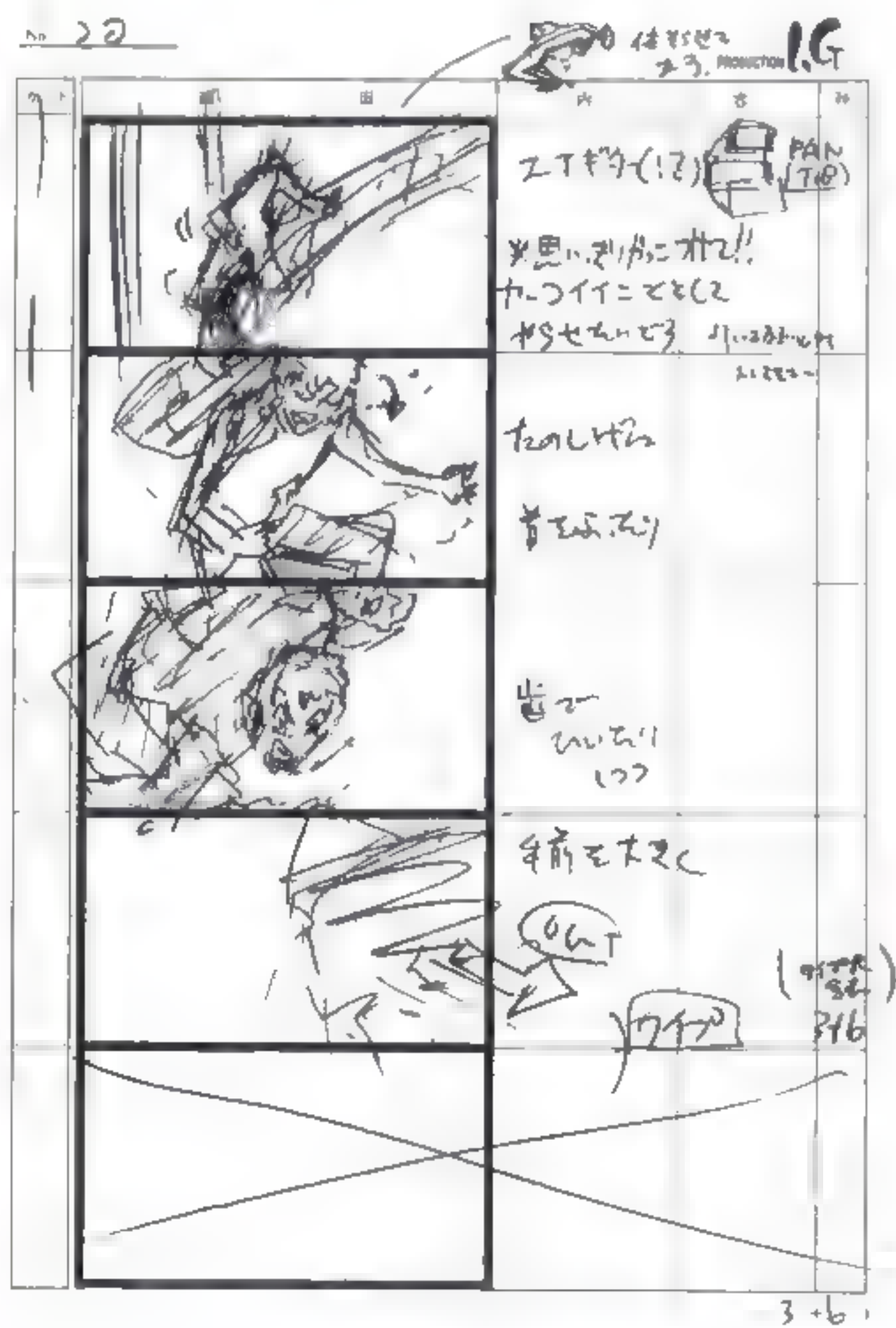
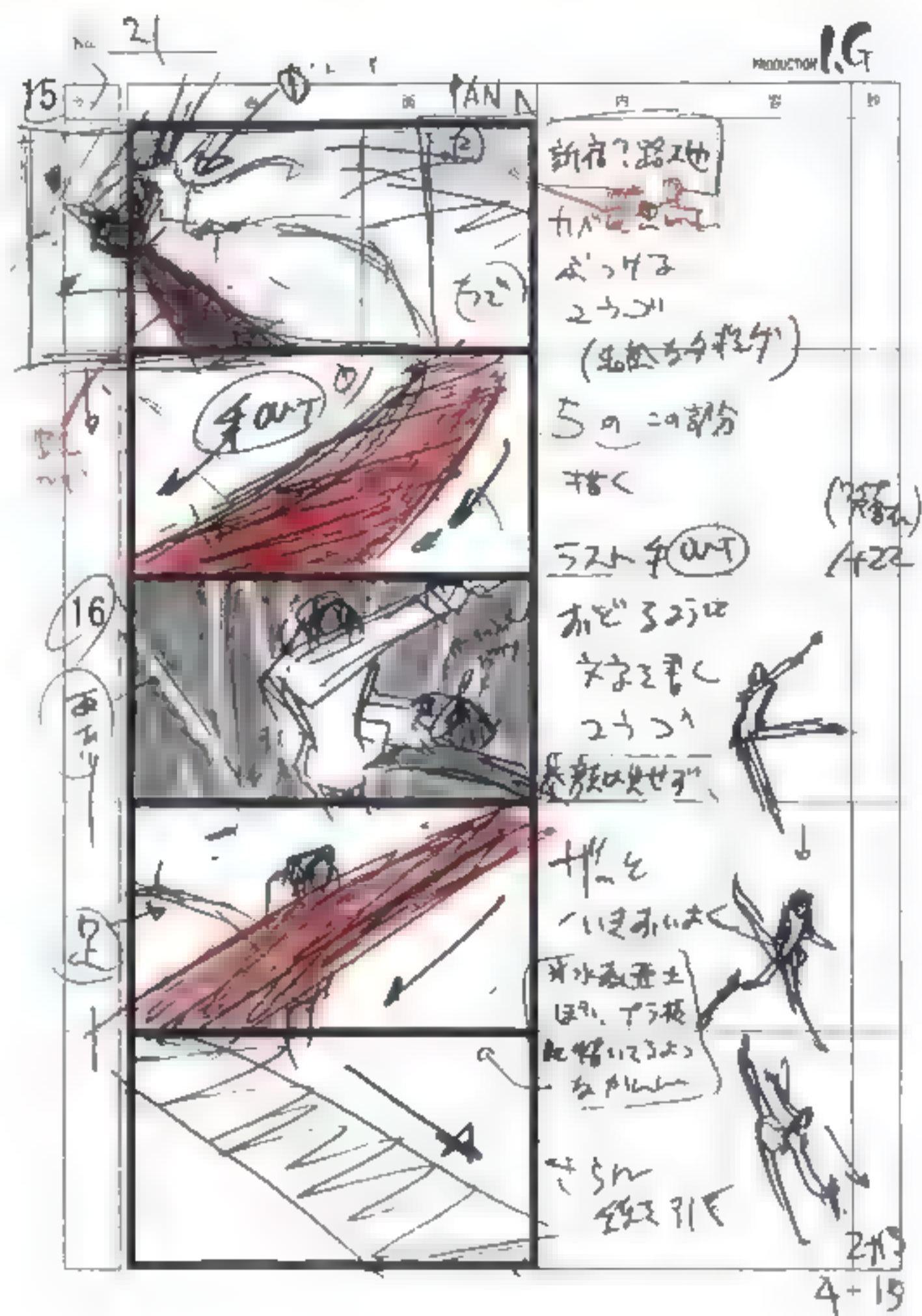
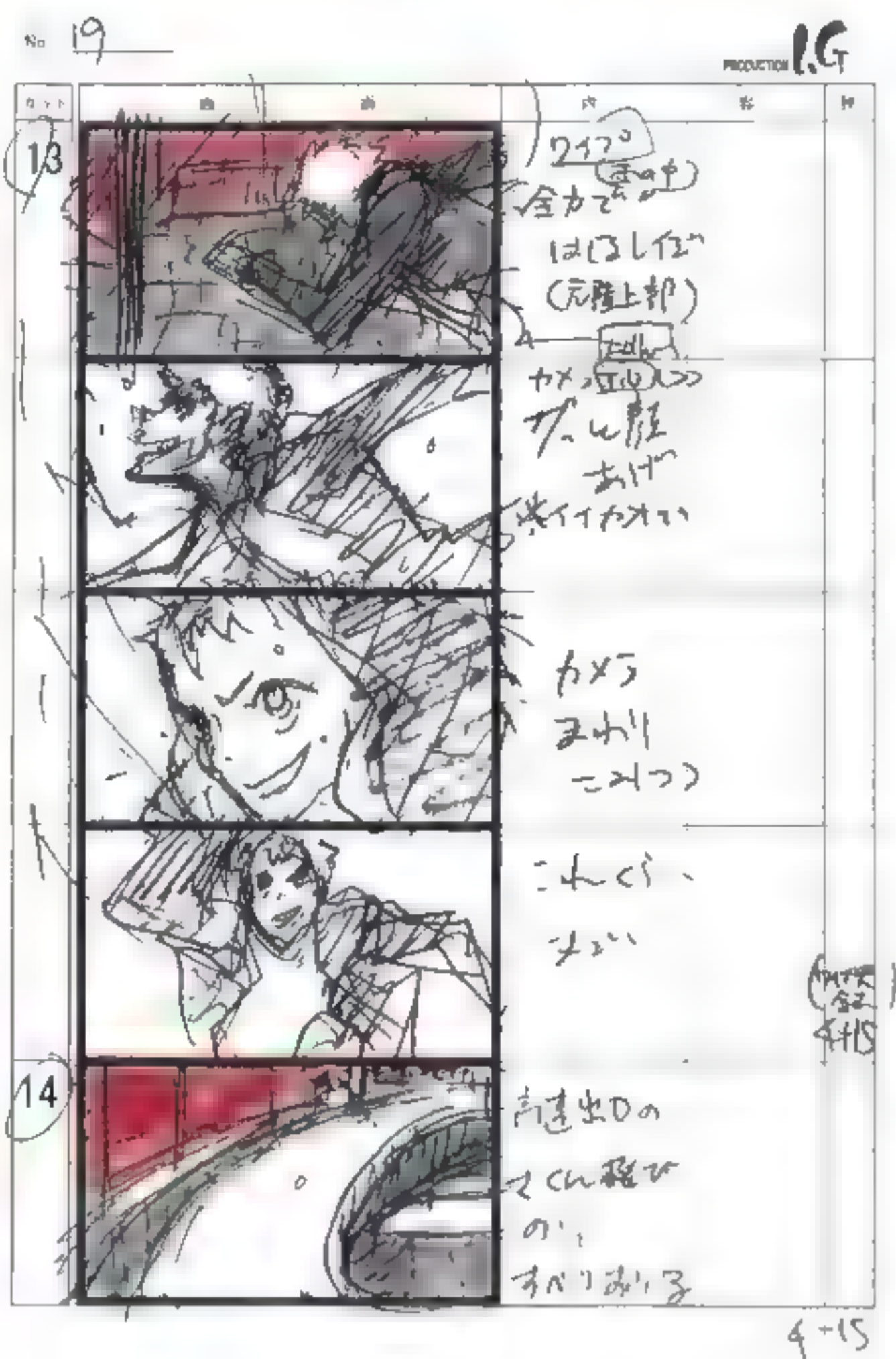
カット	内容	時間	シーン
1	526-458 227067 227067 227067 227067	4	1
2	目を見 手前 227067 227067	4	1
3	手前 227067 227067	4	1
4	手前 227067 227067	4	1
5	手前 227067 227067	4	1

4 27





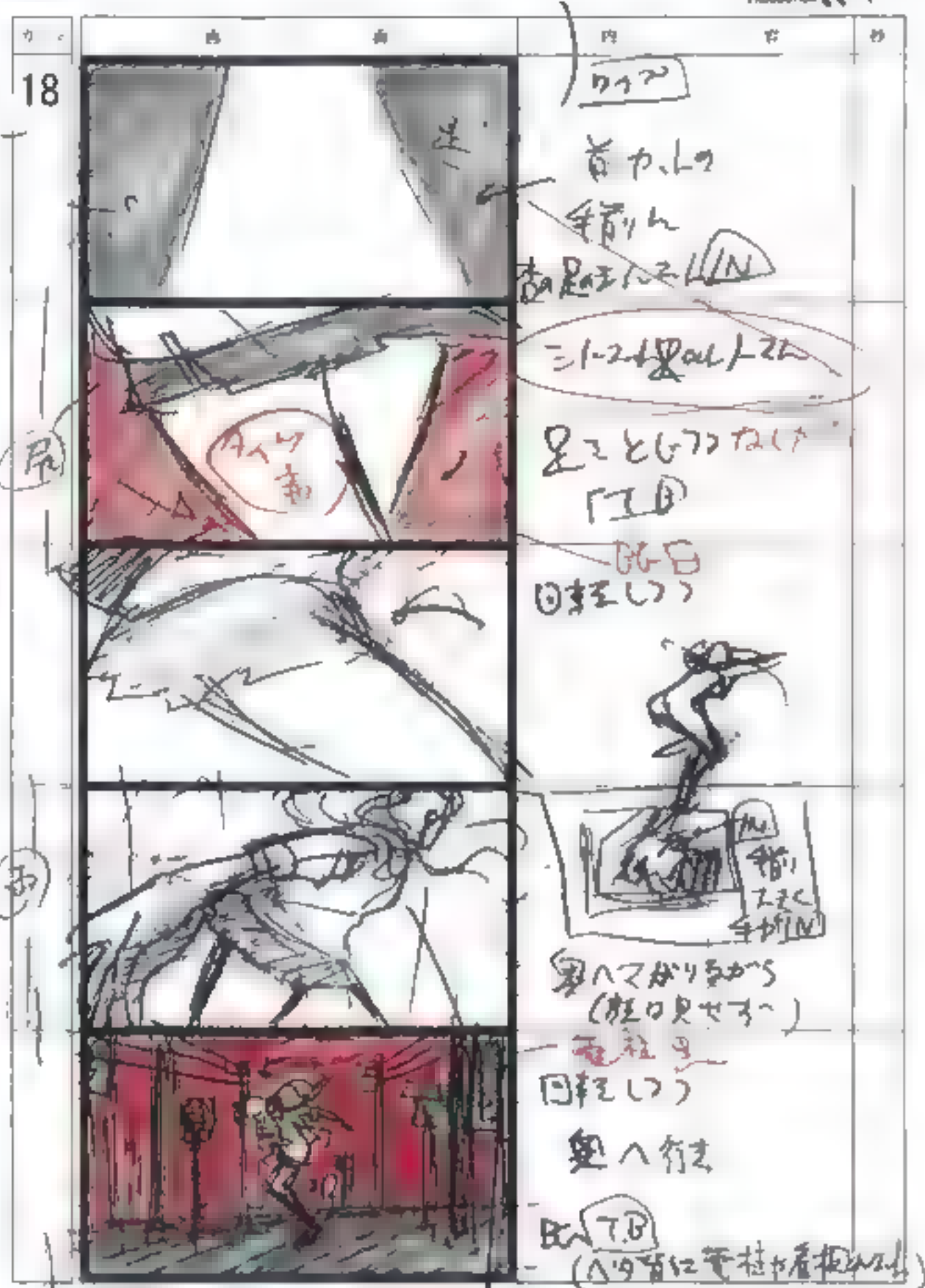






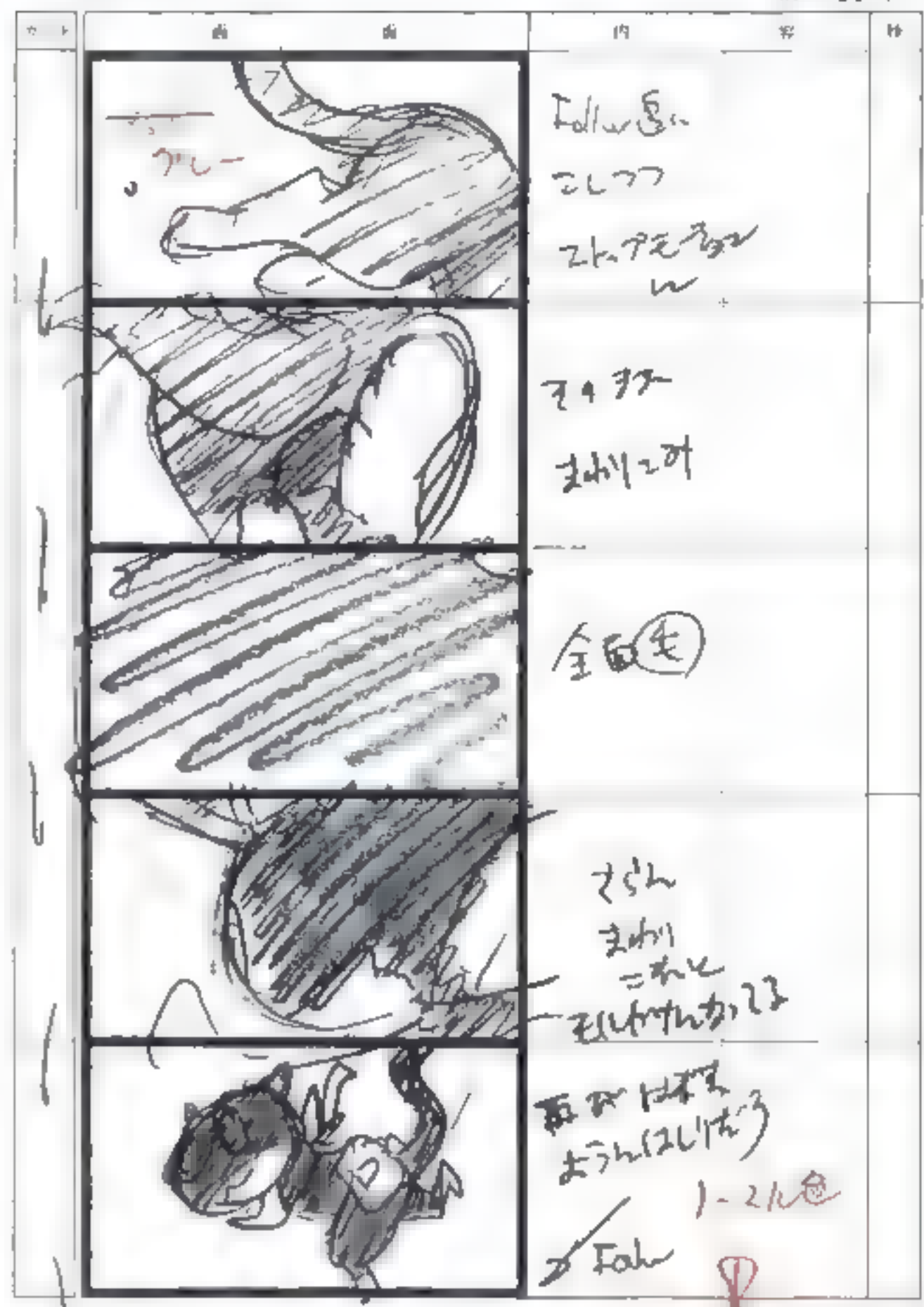
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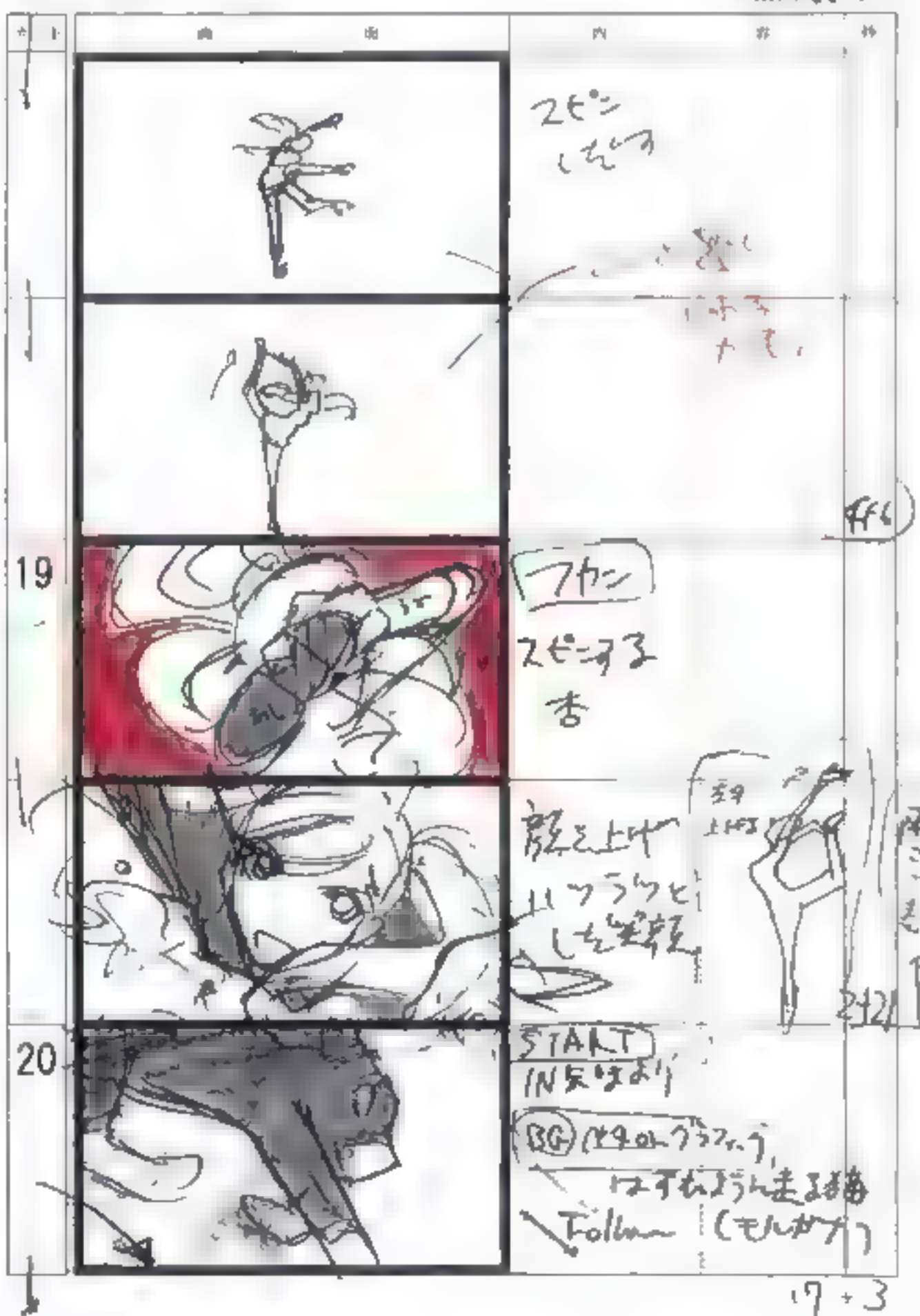
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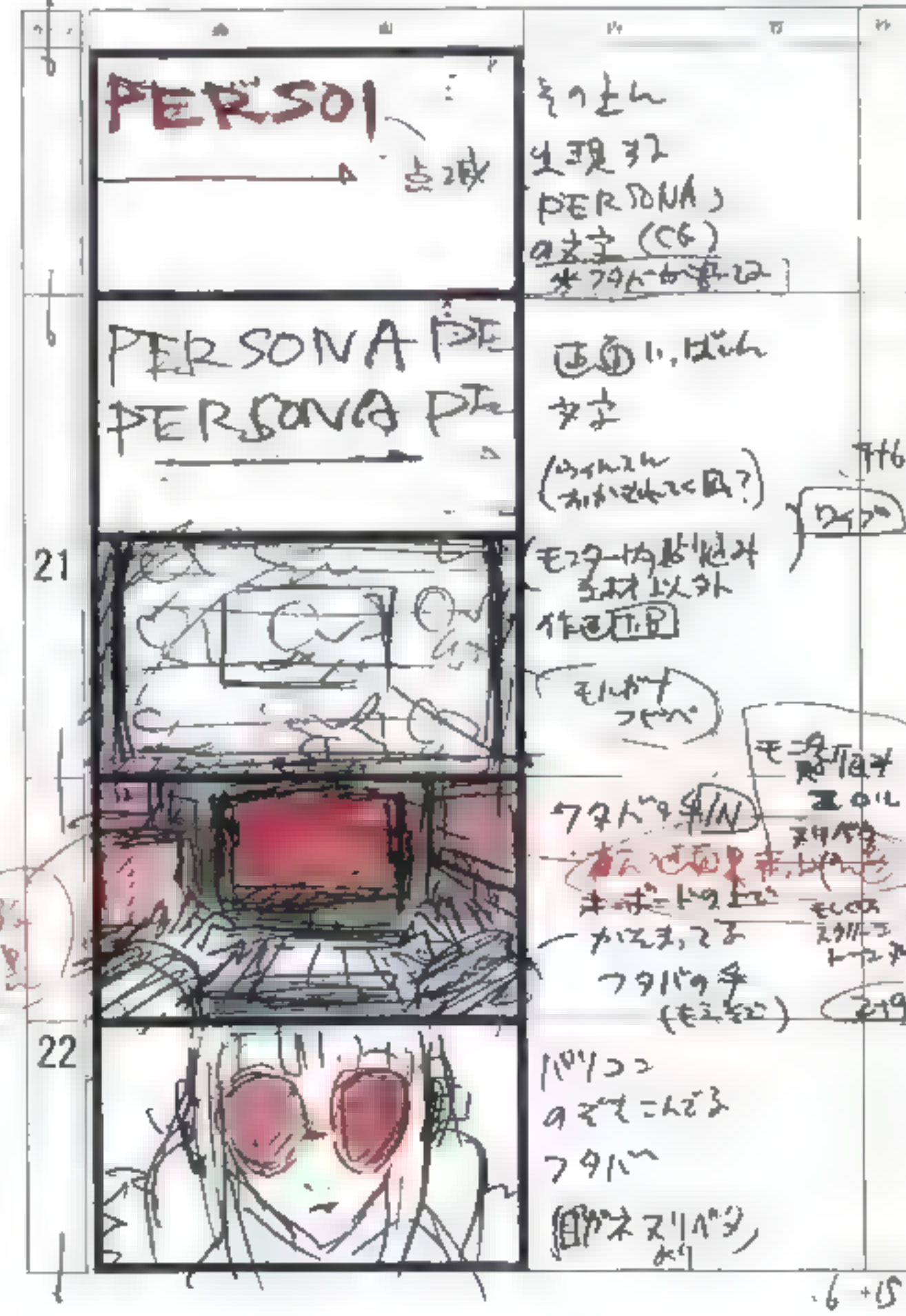
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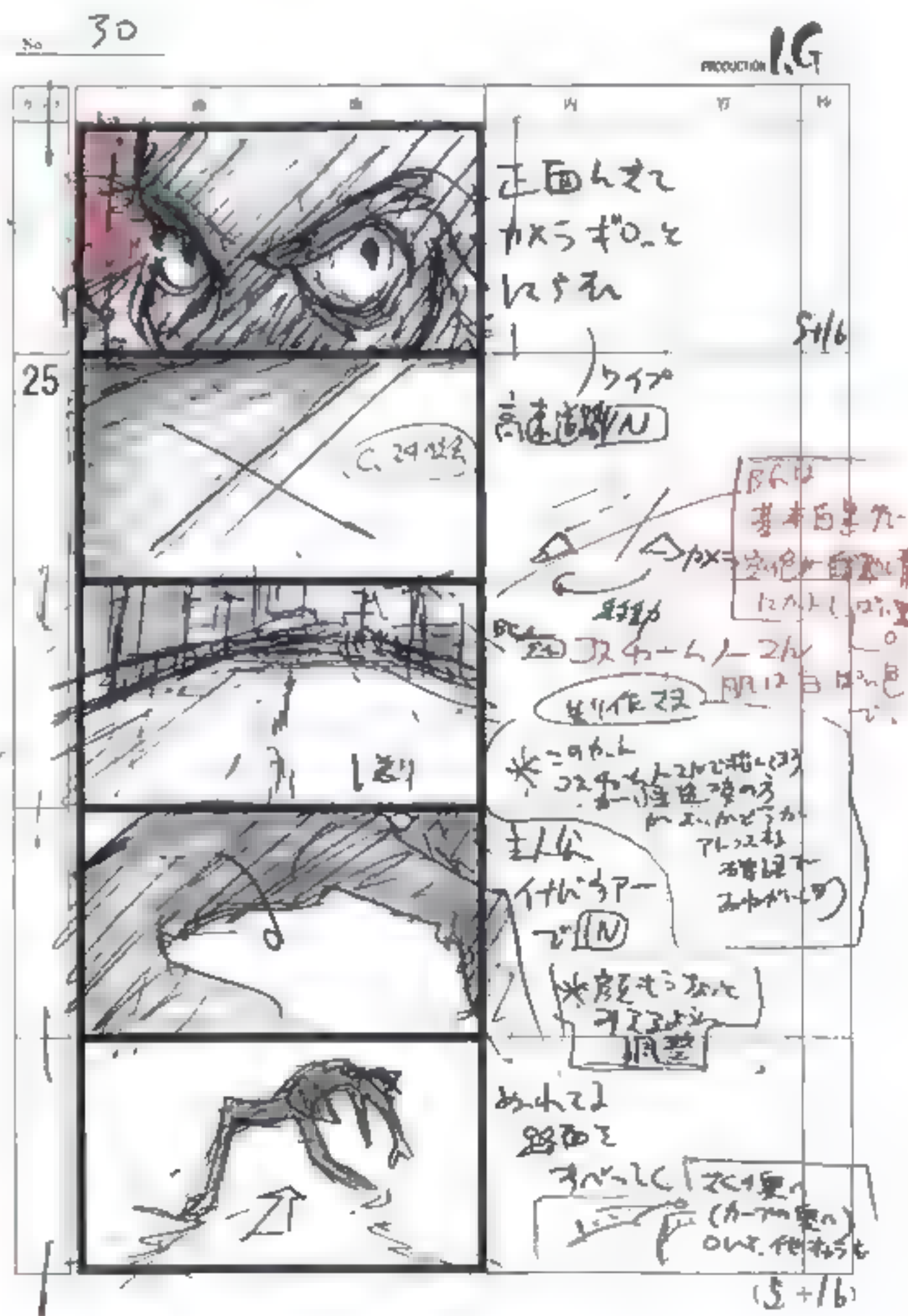
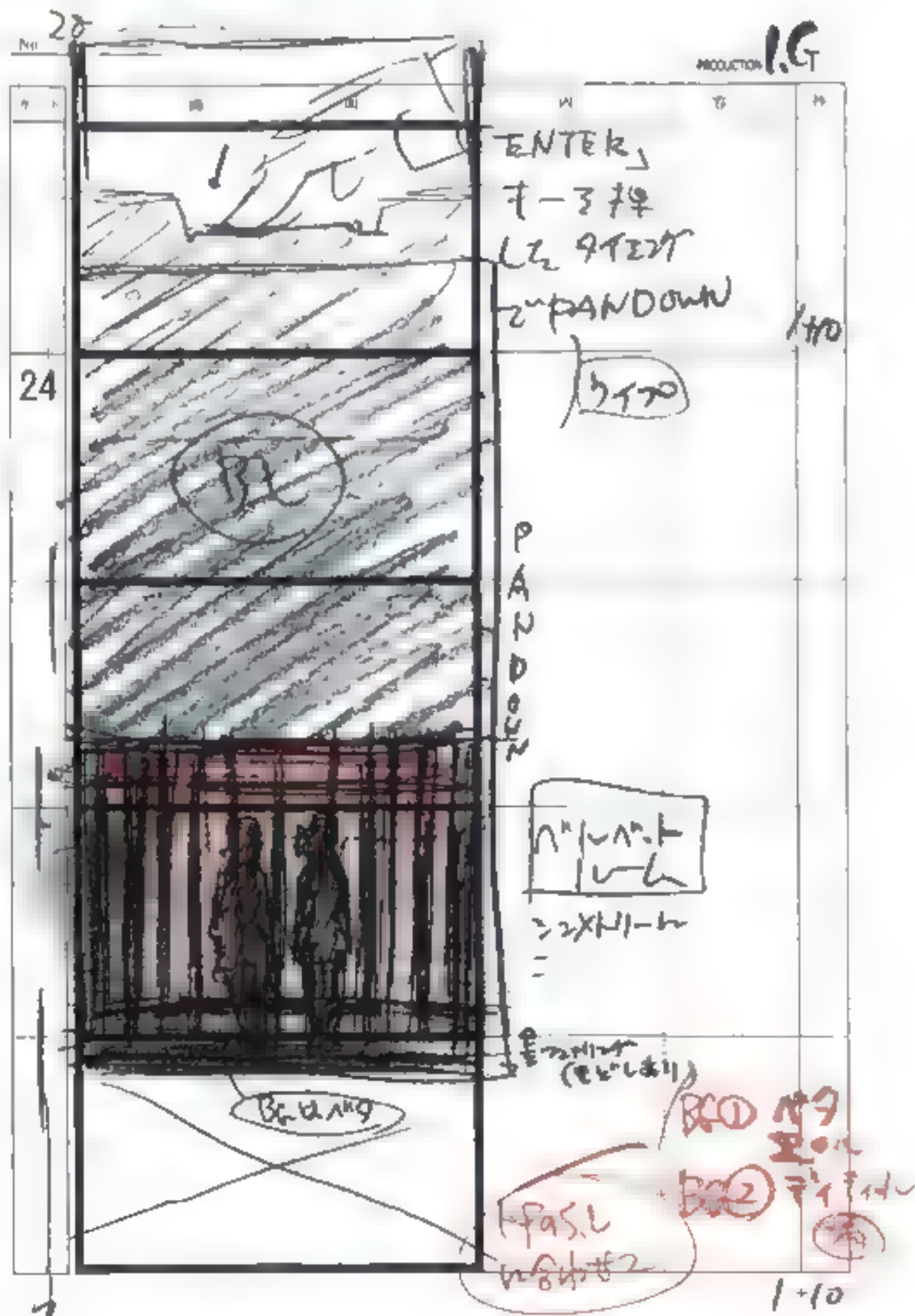
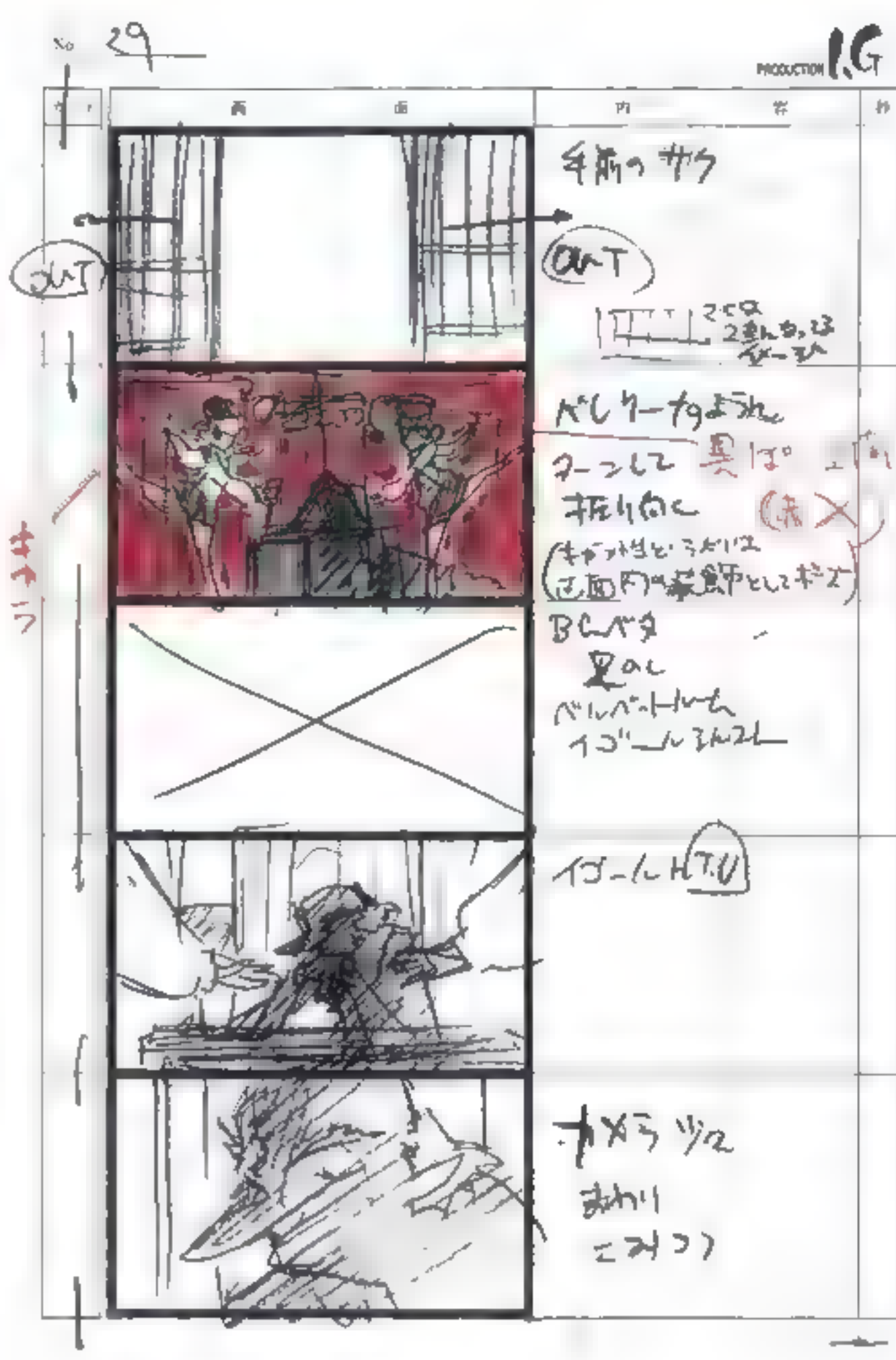
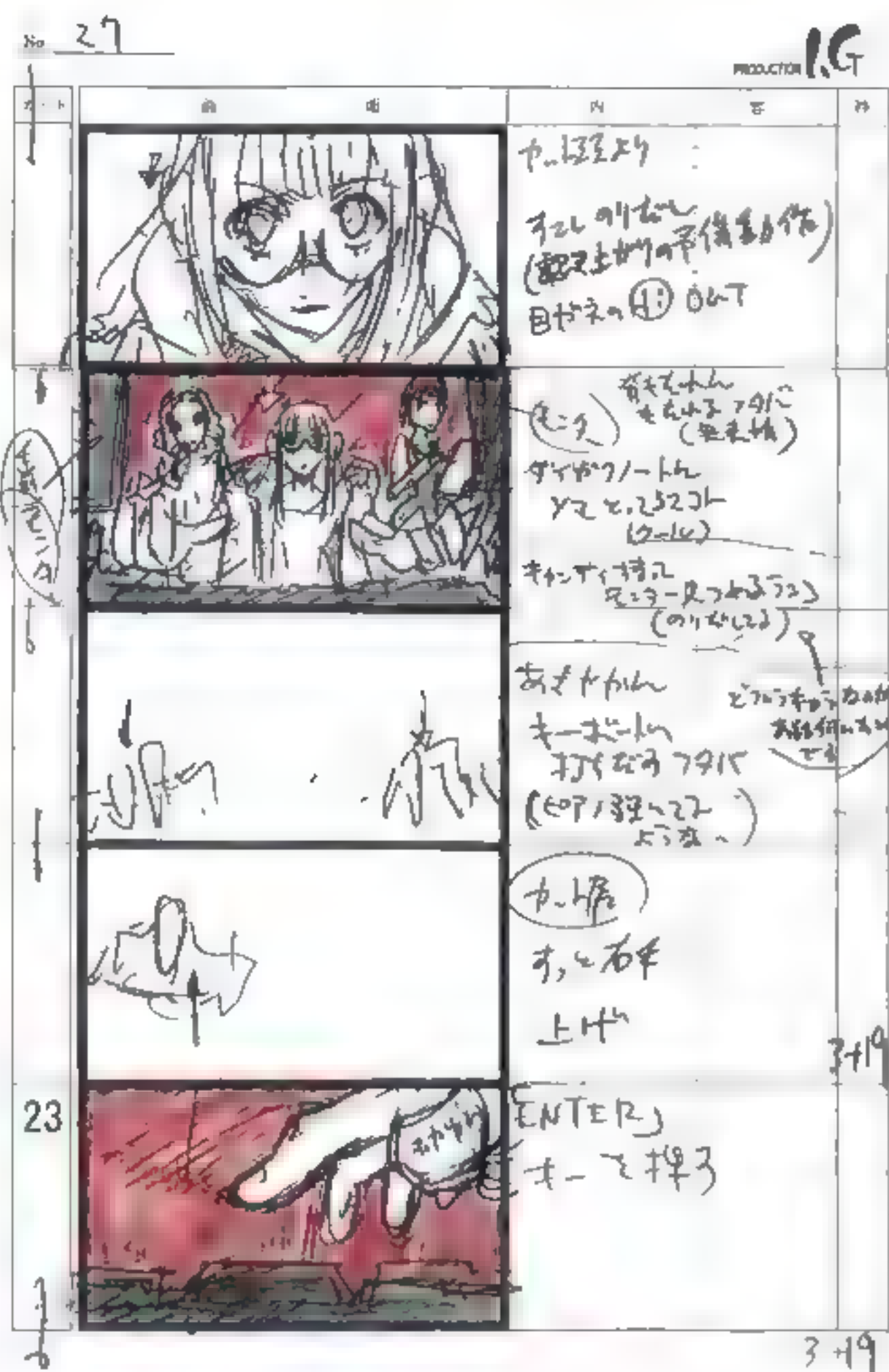
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PRODUCTION I.G



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## DLC



Persona 5 20th Anniversary Theme & Avatar Set





Persona 5 Protagonist Special Theme & Avatar Set



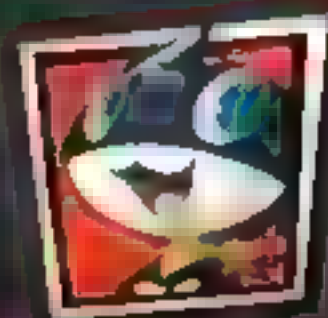
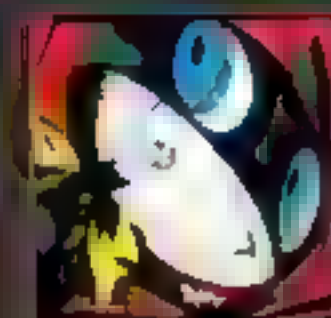
Persona 5 Ryuji Sakamoto Special Theme & Avatar Set







Persona 5 Morgana Special Theme & Avatar Set



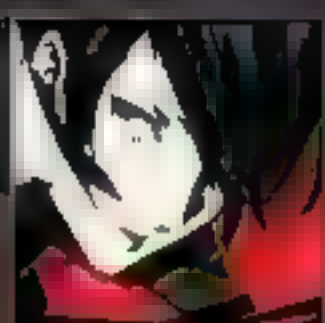
Persona 5 Ann Takamaki Special Theme & Avatar Set



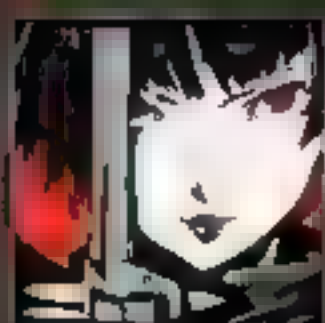




Persona 5 Yusuke Kitagawa Special Theme & Avatar Set



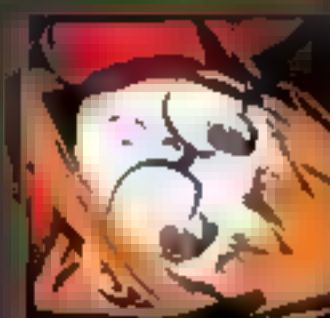
Persona 5 Makoto Niijima Special Theme & Avatar Set







Persona 5 Futaba Sakura Special Theme & Avatar Set



Persona 5 Haru Okumura Special Theme & Avatar Set








Persona 5 Goro Akechi Special Theme & Avatar Set



Persona 5 Igor & Attendants Special Theme & Avatar Set







# Interview with SHIGENORI SOEJIMA

Illustrator, character designer known for his work on the video games *Persona*, *Demon's Gate*, *Devil Survivor*, *Demon's Gate: The Gate of Eternity*, and *Devil Survivor 2*. He has also worked on illustrations for novels and manga. He has worked for other companies, bringing with him his experience as an artist and character designer. He is the character designer for *Persona 5*.

— Congratulations on the success of "Persona 5" ("P5").

**Soejima:** Thank you. It's really all thanks to our players.

— Speaking of those players, for some of them "P5" might have been their first "Persona" game, so could you first explain your role?

**Soejima:** I'm the character designer for "P5". I was also the art director on "Persona 4" ("P4"), but this time I'm focusing on character design. But that's not to say I wasn't involved in the art direction. In fact, I have been working with "P5" art director Suto (Masayoshi Suto) in creating the overall design of the game.

— Can you go into more detail about the job of a character designer?

**Soejima:** To put it simply, the job is to design the characters and create the character sheets. We pretty much started out with a blank slate, and it was up to myself and the rest of the staff to come up with character drafts that would set the

tone for "P5". We sketched out our ideas for characters, showing them in different settings. Then we went over all the drafts we made and obviously kept the ones we liked, but we'd also take some aspects from one character and use them somewhere else, resketch them, and then keep working on fine-tuning the designs to match the setting. The characters were only finalized once the setting had been decided on, after which we'd make the character sheets based on those designs to send to the 3D modelers and other parties.

## The Challenges of Making "P5"

— In the "Persona 4 Official Design Works" interview you predicted that "Persona 5" would be tough to work on and there would be a number of hurdles to jump. Now that "P5" has been released, how true did that turn out to be?

**Soejima:** It's been 8 years since that interview, but I think at the time I was

talking as if "P5" would be done in 10 years. The hurdles I mentioned back then referred to the challenge of making "P5" from its predecessor in such a short period of time. It's hard to feel fresh. But after 8 years, the game feels completely different. Thankfully, it hasn't fallen into oblivion and the number of fans of the series has increased.

— In what ways do you think about?

**Soejima:** With the release of "Persona Golden", titles related to the "Persona" series, the anime series, comic and spin-offs, and all the other ways the series has expanded, I really felt the fan appetite for "P5" growing. This in turn spurred our team to take "Persona" to the next level instead of just relying on its already established brand recognition and popularity. But of course it was hard for us to predict how the player base would have changed over eight years, what kind of people would be playing "P5".



— By which you mean...?

**Soejima:** If "P5" had been released immediately after "P4", then you'd expect most of the "P4" players to move on to the new title. But with so much time in between the releases, the "P4" players' social situation, personal taste, and attitude towards the "Persona" brand might have diametrically changed, making it tricky to work out what they'd want from the new game. What's more, the player base shifted to include new fans of the "Persona" series, who first came in contact with it through the other entries in what is now a multimedia franchise. So it was difficult for us to guess what our fans, be it the newcomers or the long-time ones, were hoping for from "P5".

— How did that affect you?

**Soejima:** For a designer, the worst feeling in the world is when you don't know who the designs are for, and you're stuck for ideas regarding the art direction.

— You had trouble deciding the art direction because it was unclear who the target audience for the game was?

**Soejima:** Exactly. Knowing your target audience allows you to refine your designs and avoid ambiguity in the art direction. Since we didn't have that, we started work on "P5" at a distinct disadvantage.

— I see, so it was a completely different experience to the one you imagined 8 years ago.

**Soejima:** Yes. What kind of people would play the new "Persona" title, what would make them happy? As we were wondering which social aspects to focus on in this new game set in modern times, we realized that maintaining continuity with "P4" would become an issue. On top of that, the staff had all sorts of doubts as to how to tie the two titles together, to the point where we felt a change of pace was needed. That's why instead of making "P5" a continuation of "P4", we shifted to making "P5" a totally new story, a shift we all felt relieved by.

## Differences Between Working on "P4" and "P5"

— Was your work environment or work style different when you were on "P4" and "P5"?

**Soejima:** In terms of the company, the number of artwork staff on the team increased. On "P4" it was just me and my assistant. Today we're a 4-person team known internally as the 2D artists.

We tackled the design work together, discussing things like characters' outfits and sharing our ideas. We increasingly moved to a work style where I would create the rough character sheets and the staff would take care of the details. The illustrations were created by all of us together, which I feel led to greater variety.

— Were there any changes to your style specifically?

**Soejima:** It's just a little thing, but in "P5" I drew the characters' eyebrows lower than in "P4". Closer to the eyes. It makes their gaze more powerful.

## Enjoying Your Work

— With "Persona 3" ("P3") and "P4" both being hits, the expectations for "P5" must have been very high. Did the pressure to deliver what the fans wanted make you feel stressed?

**Soejima:** I think the director might have been stressed by that, but I felt energized by it, as it meant more people would see my work (laughs)! Though perhaps there was a little pressure to get the uniform design right (laughs). I think that any artist is happy to have a large audience to show off their work to. It's sad when you put an effort into something only for it to go unnoticed and unappreciated.

## "P5" Design Concepts

— "P3" was all about coolness, while "P4" has this bright and lively image. What was your design concept for "P5"?

**Soejima:** For "P5" that would be intensity and dynamism. It's been 8 years since the last main "Persona" series title, so we didn't want a quiet, unassuming feel, but rather we wanted to make it a high-octane restart of the main series. Even the title logo was designed to convey lively energy, with more red and higher contrast in the color scheme, to give it a bold feel. Our idea was to show the players that the series was still alive and kicking, that it was back with a bang. The red in the color scheme stands for fiery passion. It expresses this dynamic intensity that we wished for the game to have, the boldness and directness.

— What was your theme for character designs?

**Soejima:** The theme was "rascal". Each of the characters had this mischievous side.

We had the idea of aiming for the lovable rogue archetype.

— What is the theme of the phantom thief outfit?

**Soejima:** We went with a classic theme. It took us a while to settle down on an idea, and at first we considered basing the outfits off the school uniforms, or having the school uniforms change color when entering the Metaverse. In the end we decided that a stereotypical design would fit better than a modern one, as it would match the idea the players would have of what phantom thieves dressed like.

— Could you tell me more about the themes for the characters' Personas?

**Soejima:** They're also based on certain stereotypes, but even more so than the phantom thief outfits. This is a point on which I disagreed with Hashino, the director. He wanted the themes to be self-evident. "Arsene should just be Arsène Lupin, complete with the silk hat." That was his idea. As for me, I wanted to try something new, so even a character like Izanagi shouldn't just be the same old Izanagi from previous titles.

— How did you settle on the final designs?

**Soejima:** For most of the "Persona" titles up to "P4", when a motif was hard to visualize from the name alone, we went with mysterious imagery. Players interested in the design of each of the Personas could look up what they were inspired by and see how we interpreted characters from myths or folklore, which I think added an extra level of enjoyment. But in "P5" the Personas are based on famous characters such as Carmen and Ishikawa Goemon. The reason behind that was to make it easier for the players to visualize the Personas, and to make them immediately more familiar. But while we based them on characters like Arsène Lupin, we added unique twists to our representation of them to subvert the players' expectations.

## Your Favorite Character

— Out of all the characters created by the 2D artists, including the Personas, which one is your favorite and why?

**Soejima:** That would have to be Arsene. The design is simply stylish and never before did we have a Persona represent the game it appears in. The flames on his face and the red color scheme symbolize "P5" itself, though, which I think is neat. The most unusual Persona would be



Futaba's Necronomicon, though.

— Why did Necronomicon end up with an original design?

**Soejima:** It's because no one knows Necronomicon's true form. It may look like we just put it together in 5 minutes, but that's the kind of design that I like (laughs). For Johanna I doubt there are many people who could guess what she should look like, so basing her design on the historical character wouldn't make much sense. I wanted to make this original design striking so that it would increase this Persona's appeal.

— What about the main characters?

**Soejima:** Ann. I've written about this before, but Ann was the first character I designed when trying to work out the art direction of "P5", so she was kind of like the benchmark for the game. For example, if I were to design Makoto first, the staff would have been confused. They'd wonder if the game was to have a serious vibe, if the characters were to be ordinary, and it would have been hard to define what direction to go with the designs. But Ann's

model and color palette gave everyone a clear idea of how much room to maneuver we had. And of course, I have a special fondness for her as she was the first character I designed for this game.

— Who is your favorite character out of the Confidants?

**Soejima:** I really like Sae Niijima. A lot of the time I keep redrawing characters to give them more personality and I get told off for not sticking with making them cute. But Sae was just really stylish even at the design stage, so I decided to keep her cool, no-nonsense, and elegantly beautiful.

— Is Sae the epitome of beauty in your eyes?

**Soejima:** I guess you could say that.

— By the way, aren't you going to talk about Makoto?

**Soejima:** I was expecting a lot of digs about her, but I guess I was wrong about that (laughs).

— In "Persona 4: Official Design Works" you stated that you always feature a female character in a headband, which is Makoto this time. Tell us more about her.

**Soejima:** Makoto was the character I had the most fun designing this time (laughs). I didn't really draw anything like that for any other characters, but for Makoto I have the quick-draw picture (page 186). Makoto and Sae were the two characters that I was told were the hardest to draw when I handed them over to the 2D artists.

— Why do you think that is?

**Soejima:** Normally when I draw characters I give them some imperfections or unique traits that make them easily recognizable. That makes it easier for other artists to draw them in a similar way. But as for Makoto and Sae, I drew them thinking they were pure avatars of cuteness and beauty, so I didn't add those special traits, which made it difficult for anyone else to draw them the same way. My staff would tell me they didn't know what I wanted and asked me to draw the faces myself (laughs).

— You've kept us waiting for the truth about Makoto Niijima's headband. Out with it already!

**Soejima:** I mulled over whether a headband character was necessary in "P5", and in

## S H I G E N O R I

the end even I felt that it wasn't (laughs). But then people kept reminding me I always included a character wearing a headband, and I finally realized that that's something I have a thing for. Once that dawned on me, I had a tough decision to make. On the one hand I was worried I'd get criticized for lack of originality, while on the other I thought that if that's my thing, I should be honest with myself and just do it (laughs). Of course, Makoto's headband wasn't really that important a decision.

— But this time you designed the character in such a way as to conceal that she was wearing a headband.

**Soejima:** I guess it looks as if I was trying to disguise it. When designing Makoto, it was only after I drew her hair that I realized it was too short for a braid. I did some research, and found out about braid-styled headbands, so I had her wear that instead of having an actual braid. When I draw women, I like to use headbands to divide their hair into sections. To separate it into bangs, sides and back... Drawing that is remarkably satisfying

— How so?

**Soejima:** Having distinct sections to draw, just like when drawing a robot, feels nice. But living beings are generally a single unit rather than separate parts. The somewhat excessive number of characters I've drawn with headphones is because, just like with headbands, they divide the head into sections. What's more, starting with the position of the headphones makes it easy to get the right angle for the illustration. So now you see why I like to draw Aigis from "P3" so much

— So there was a reason behind all the headbands and headphones after all.

**Soejima:** You can try to explain it any number of ways, but ultimately it boils down to the fact that I think girls look cute in headbands. In fact, Ann started out with a large blue headband. But she ended up looking a bit too "country girl" so I had to backtrack on that.

### "P5" and Aesthetics

— Aesthetics is an important part of "P5", and since you talk about aesthetic often, what is your opinion on the aesthetic of "P5"?

**Soejima:** I like to use the term "aesthetic" because the word itself evokes a sense of romanticism. Personally, I think that when I use the word "aesthetic" it's probably pretty interchangeable with "individual style". So in my case I would define it as a style people think is cool, that inspires others, or makes them want to try imitating it because they like it so much. The world of "P5" is defined by a set of rules, and it's the individuality of the characters that highlight the peculiarities of it, and that change the world by opposing its rules. That's why I often talk of aesthetic and individuality of the concept art.

— How do you express this unique aesthetic and individuality in your designs?

**Soejima:** I've written about this before, but if you want some examples that I was very pleased with, that's the color of Ann's tights and of Futaba's hair. They're



that color not because the characters are following a trend or want to draw someone's attention. They're like that because that's what the characters themselves wanted. These features become iconic of the characters, set them apart from the others. But the difficulty lies in seamlessly incorporating such elements into the overall design of the character. Add too many quirks and you'll end up with a circus troupe. It's important to keep things balanced.

### A Message to the Readers

— So to finish, do you have anything you'd like to say to our readers?

**Soejima:** This artbook includes a lot of finished sketches, designs and illustrations which ended up not being used in "P5". At first I had mixed feelings about showing you the finished illustrations that just didn't make the cut. However, I used to take interest in rejected drafts and images that



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were sometimes published in magazines, and this is something like that. So although these works were not deemed worthy, I'd like to share with you the excitement of working on video games, so consider them a sneak peek at the creative process involved in that! I hope you'll like the illustrations. And although this is such a cliché, I sincerely thank you for buying this artbook!

(At ATLUS on November 11th, 2016)















## Persona 5 : The original art book

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Publisher Gzbrain Inc.

Thanks to ATLUS  
Prima Games

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